



*Planning Your Home for Health and Comfort*

with  
**AMERICAN-Standard**  
HEATING EQUIPMENT  
AND  
PLUMBING FIXTURES

M. SELIGMAN & SONS  
35 Pratt Street Meriden, Conn.  
Phone 5-5741 or 5-5742

# The Heart of Your Home



*Look for this  
Mark of Merit*

Wherever you live, you are not far from a retailer who displays the Mark of Merit. Watch for this sign, for it is your guide to lasting satisfaction in heating and plumbing for your home.

The Mark of Merit on a heating or plumbing product means that here is a product manufactured by American-Standard, the most famous name in the heating and plumbing field. It is your assurance of superior quality, matchless beauty and outstanding performance.

The Mark of Merit in the window or in the sales-room of a heating or plumbing retailer tells you that here you can get American-Standard products. It also tells you that here is a retailer who has the experience and training to help you select the equipment best suited to your needs, and to install and service it for you.

So look for the Mark of Merit. You'll be glad ever afterward that you did.

WHETHER you're planning to build, buy or modernize a home, there are many features you have decided you want your home to have. But no matter what your individual taste in the matter of design, layout and furnishings, you take it for granted that you will be healthy and comfortable in your new home. Actually, how healthy and how comfortable you are to be depends to a great extent upon the heating and plumbing equipment you select.

For heating and plumbing are the real heart of your home. The warmth and sanitation they provide are of unequalled importance to your welfare. They will be in more constant use, relied on more heavily, than any other equipment in your home. And if you haven't paid particular attention to developments in these two fields recently, you'll be amazed by the many benefits you can get without budget strain.

This book has been prepared to acquaint you with the heating and plumbing products manufactured by American-Standard—and to show you how these products can add to the health, comfort and convenience of your home.

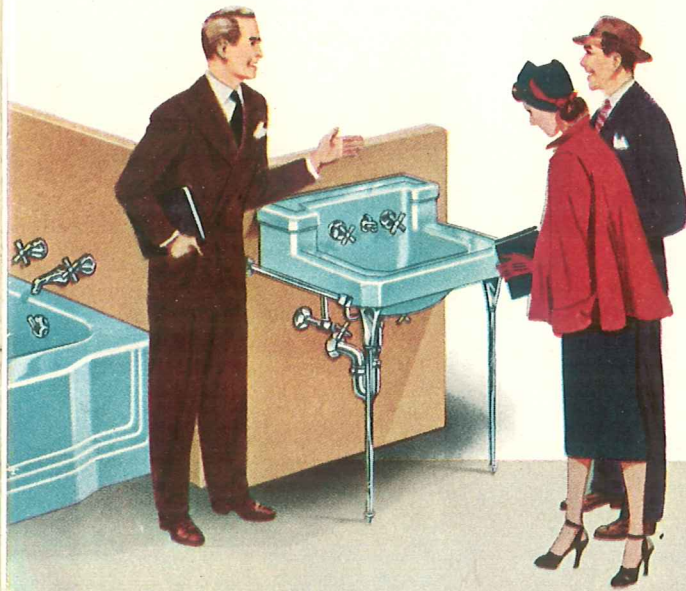
AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

# Plumbing Fixtures of Distinctive Beauty

by **AMERICAN-Standard**

Beauty, comfort and health in your home are all served by American-Standard Plumbing Fixtures. Modern design, superior materials and expert workmanship combine to produce fixtures lovely to look at, convenient to use and faultless in performance.

American-Standard Plumbing Fixtures are made of genuine vitreous china or enameled cast iron. Both types are the best of their kind. The vitreous china is of the highest quality, expertly glazed, impervious to soiling and resistant to chipping, cracking, or crazing. Cast iron fixtures are made of one solid piece of cast iron with a heavy enamel coating fused for extreme durability.



## 6 Popular Colors

Bathroom and kitchen decoration offers a host of exciting possibilities when you can select fixtures of gleaming white or the six beautiful colors shown here. Carefully selected by American-Standard color experts, these six colors are universally popular. And their beauty is matched by their flexibility. They harmonize with a wide variety of other shades and colors. They work equally well as the dominant color interest in the room or as a supporting color.

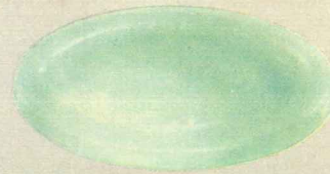
American-Standard colors are true and permanent. They will not fade nor dull from wear, age or repeated cleaning. All six colors and white are sparkling, shining and glossy. (T'ang Red is available in vitreous china plumbing fixtures only.)



Persian Brown



Ivoire de Medici



Ming Green



Corallin



T'ang Red



Clair de Lune Blue



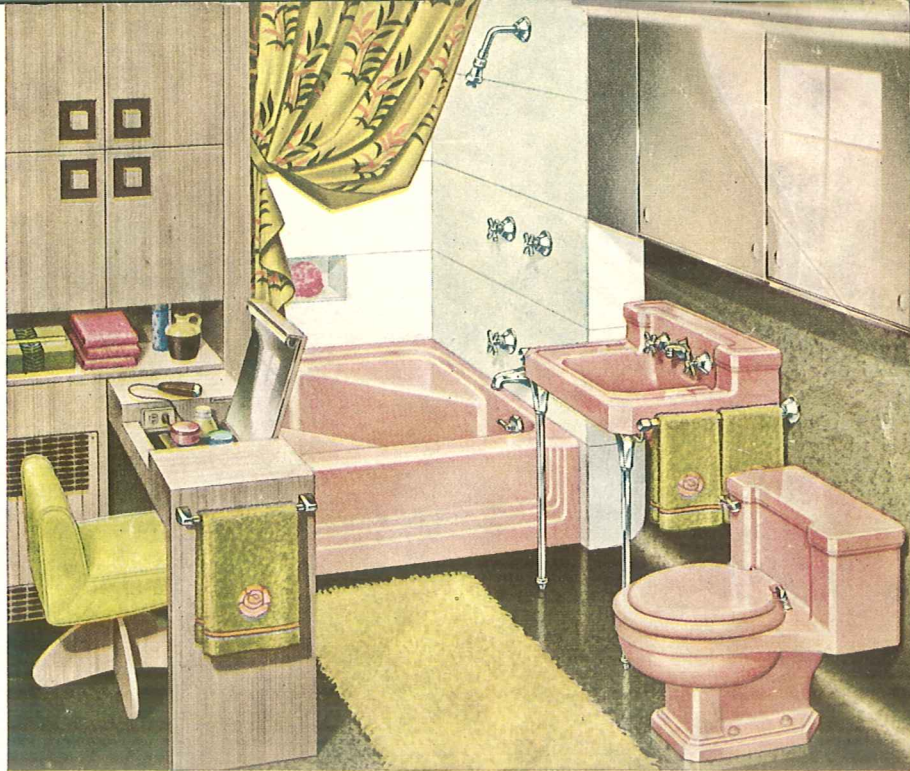
## NEO-ANGLE BATH

This most modern of baths is truly a treasure of beauty, convenience and comfort. Those two roomy corner seats alone make the Neo-Angle a favorite. For everything from bathing children to taking foot baths, from entering safely to sitting showers, the corner seats are a key feature. The low 16" sides add to the grace of the Neo-Angle and provide safety in entering and leaving. The wide, flat bottom of the tub is comfortable, easy to clean and safe for standing showers.

The Neo-Angle is roomy, too. You get more bathing area in the Neo-Angle than in a conventional five-foot tub. But the unique diagonal line on which the bathing area is placed reduces the total length of the unit, making the Neo-Angle adaptable to a large variety of bathroom designs.

Your Neo-Angle will be an eye-catcher. The clean simple lines, the graceful proportions and the deep lustrous finish all add up to beauty which thrills every time you see it. Rugged cast iron coated with acid-resisting enamel gives years and years of just-like-new appearance and service.

*Roomier appearance is given any bathroom by the Neo-Angle Bath, efficient user of floor space. That's the Roxbury Lavatory and Master One-Piece Water Closet.*



**Recess Style** Especially fine for inveterate shower fans because it can be so easily closed off, the Recess Neo-Angle can be installed in a recess opening off any wall in the bathroom. It is 48" wide, 49½" front to back. Interior dimensions are the same as for the Corner Neo-Angle. Water supply and drain can be on either right or left hand side.

**Corner Style** A real space-saver, the corner Neo-Angle fits into any corner of the bathroom. Water supply and drain can be on either right or left side, as desired. It requires 49½" along each wall, measures 59½" from corner of walls to center of exposed corner on Neo-Angle. Overall height is 16", inside depth at outlet is 15".



## MASTER PEMBROKE BATH

The Master Pembroke makes bathing a greater pleasure than ever because it's designed for your comfort and convenience. The spacious bathing area lets you stretch out and relax and the wide, flat bottom is as comfortable for tub baths as it is safe for showers. Low sides make entering and leaving easy, and the smooth, wide rim provides a handy seat. All features add up to bathing luxury.

And the Master Pembroke is just as nice to your bathroom as it is to you. Gracefully proportioned with smooth, clean lines, it has a distinctive appearance that increases the attractiveness of every bathroom. Smartly styled in white or color, it harmonizes with any room design and decorating scheme you select.

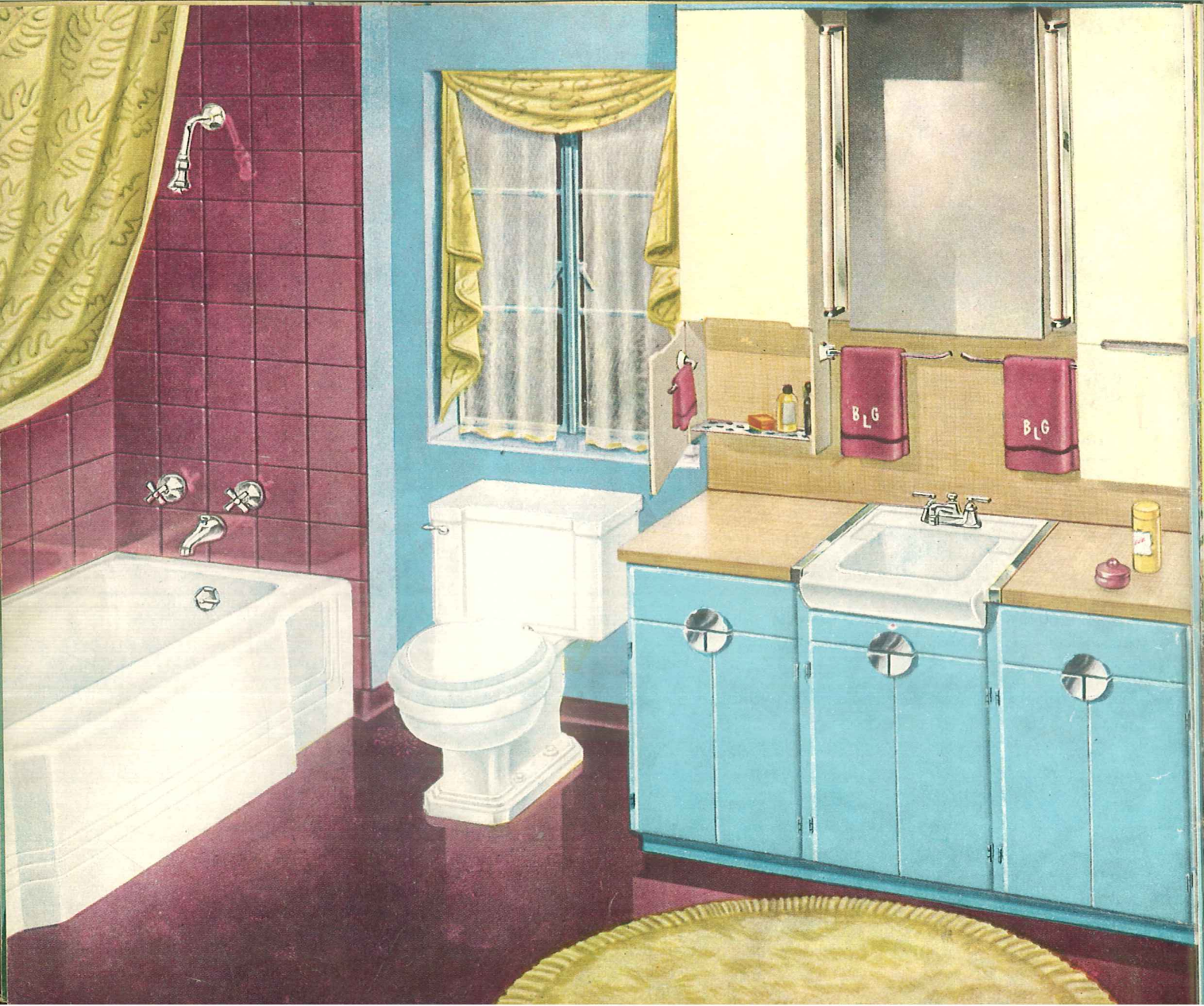
Master Pembroke Baths are made of durable cast iron covered with a heavy coating of acid-resisting or regular enamel. Their smooth, deep beauty is permanently lustrous. They are available in several styles and sizes to meet every need.

*Recessed installation of the Master Pembroke does more than add beauty. It clears the way for free movement, ample storage. Comrade Lavatory, Compact Water Closet.*



**Corner Style** has the exposed corner squared for beauty and safety. The pleasing proportions of the Master Pembroke make it an outstandingly attractive bath for small, medium or large bathrooms. The Master Pembroke is available in models for installation in either right or left corners. Corner style Master Pembroke is 16" high, 30 $\frac{3}{4}$ " wide and 4 $\frac{1}{2}$ , 5 or 5 $\frac{1}{2}$  feet long.

**Recess Style** features a convenient, comfortable rim seat. The extended center portion of the outer rim which provides this seat also makes recess installation outstandingly attractive, as in the room scene at the left. The Recess Master Pembroke is 16" high, 30 $\frac{3}{4}$ " wide at the ends, 32 $\frac{3}{4}$ " wide at the center, and is available in 4 $\frac{1}{2}$ , 5 or 5 $\frac{1}{2}$  foot lengths. Water supply and drain can be at either right or left.





## DRESSLYN

### Lavatory-Dressing Table

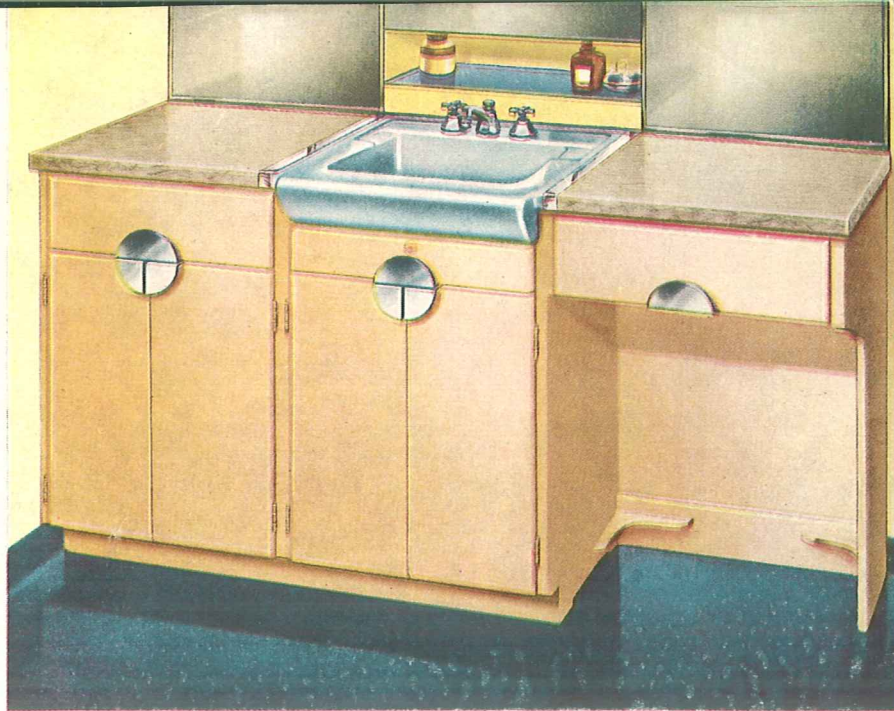
Outstanding in both beauty and convenience, the new Dresslyn Lavatory-Dressing Table will highlight any bathroom. It's a complete, ready-built unit with all the distinction of a custom-made installation. And it provides the combined convenience of lavatory, storage cabinet and dressing table.

The spacious drawers and compartments offer plentiful, easily accessible storage for toilet articles, linens and cleaning materials. Smooth, waterproof cabinet tops on either side of the lavatory are ultra-convenient. And the extra-deep lavatory is fine for washing, shaving and light laundry.

The Dresslyn lavatory is genuine vitreous china, won't craze, chip or crack. It's made in American-Standard colors and white, in two sizes—20" x 18" and 24" x 18". You can get the lavatory separately for use in custom-built installations if you desire.

Dressing Table cabinets are smartly styled, beautifully finished and sturdily constructed. The cabinets are built of wood, the drawers of aluminum. Tops are plastic with a textured appearance and are resistant to stains, burns and abrasions.

*Triple use of the same space by the Dresslyn — Lavatory, dressing table, storage cabinet — makes any bathroom tops in convenience and comfort. Master Pembroke Bath, Compact Water Closet.*



**Kneehole Style** Offering all the convenience of a dressing table, the kneehole style is perfect for powder room installation. It's 16" front to back (with the roll rim of the lavatory extending an additional 2" in front) and either 58½" or 62¼" long, depending on the size lavatory you choose. Kneehole can be on either right or left side.

**Cabinet Style** Easily installed in bathrooms as small as 5 by 7 feet, the cabinet style has exactly the same dimensions as the kneehole styles. Both styles are made in five color combinations—blue cabinet with beige linen top, gray cabinet with gray linen top, green cabinet with beige tweed top, peach cabinet with gray mother-of-pearl top and white cabinet with blond wood top. Lavatory can be in any of the American-Standard colors you choose, so you get a choice of 31 harmonious color combinations.



## BEAUTIFUL LAVATORIES

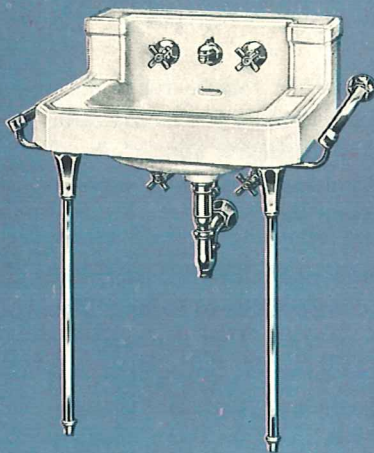
### In many styles and sizes

"Lavatory by American-Standard" is just a short way of saying "Here's the best in lavatories." For the many styles and sizes of lavatories made by American-Standard are tops in beauty, convenience and durability. Pictured on these pages are a few of the more popular lavatory models in the American-Standard line. You're bound to find the one which meets your individual requirements of size and appearance exactly.

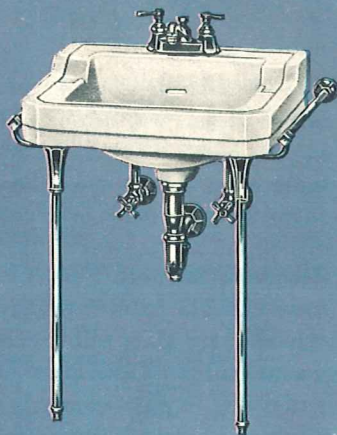
American-Standard lavatories are made either of genuine vitreous china or enameled cast iron. Either type is an outstanding value. The genuine vitreous china is of the highest possible quality. Shiny and lustrous, it won't stain, crack or craze. Its color is permanent, can't be faded or dulled by constant use. Genuine vitreous china lavatories are available in white and all six American-Standard colors.

Enameled cast iron lavatories are sturdy, rigid one-piece castings of enduring cast iron, smoothly coated with either regular or acid-resisting enamel. They are made in all colors except T'ang Red.

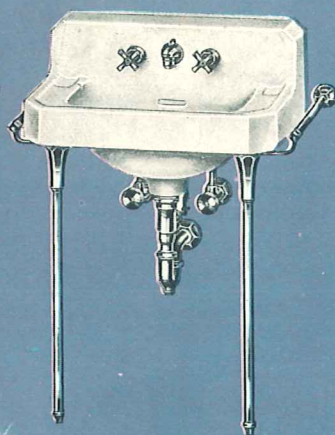
While most lavatories shown here have non-tarnishing Chromard legs and towel bars, they are available without towel bars. And most of them can be purchased without legs. All other exposed fittings are of the same durable, easy-to-clean Chromard. Most lavatories can be equipped with Spring-Flo Aerator if desired.



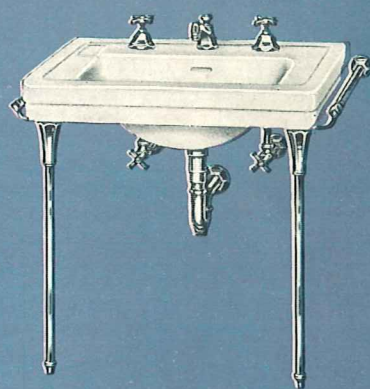
Companion  
Genuine Vitreous China  
22" x 18" or 26" x 22"



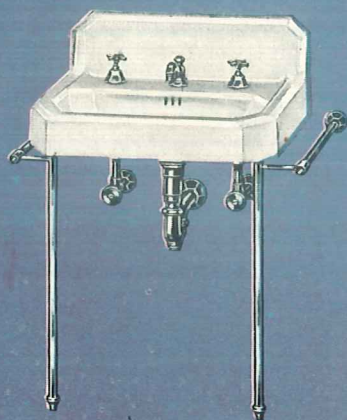
Comrade  
Genuine Vitreous China  
20" x 18" or 24" x 20"



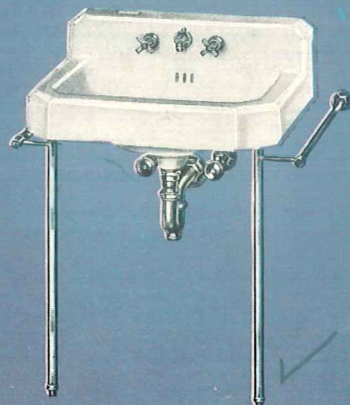
Marledge  
Genuine Vitreous China  
18" x 14", 20" x 14"  
or 26" x 14"



Roxbury  
Genuine Vitreous China  
20" x 18", 24" x 20"  
27" x 22" or 36" x 22"



Hexagon  
Enameled Cast Iron  
20" x 18" or 22" x 19"



Ledgewood  
Enameled Cast Iron  
19" x 17" or 22" x 19"



Clyde  
Enameled Cast Iron  
24" x 20"



Magenta Dental Lavatory  
Genuine Vitreous China  
13" x 14"

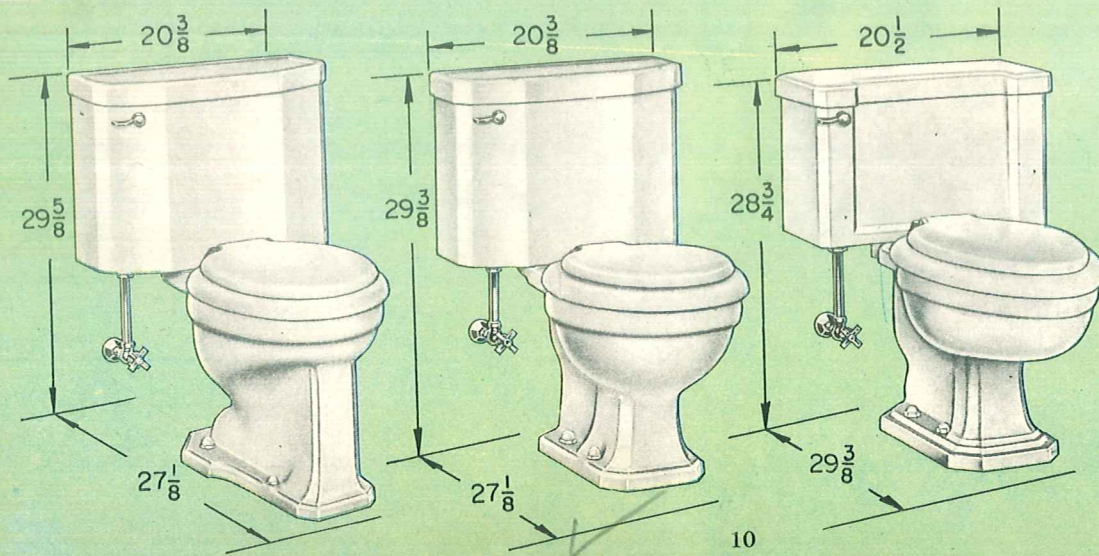
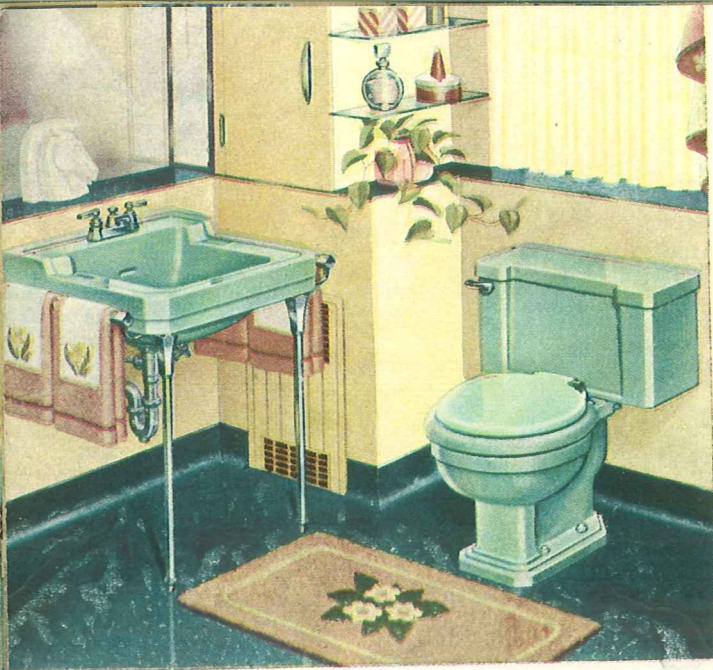
Your bathroom will offer increased sanitation with less confusion when you have a separate dental lavatory. Available in colors and white.

## ATTRACTIVE WATER CLOSETS

The thorough, dependable performance of American-Standard Water Closets will be one of the biggest safeguards to health in your home. The quiet action and distinctive appearance of these water closets make them ideal for any bath or powder room. They are made in all colors and white.

American-Standard Water Closets are genuine vitreous china, truly vitrified fixtures which are impervious to soiling. The smooth, hard glaze will not crack or craze. They are carefully manufactured to guarantee ample thickness throughout and uniformity in waste channel size, two very important requirements of efficient sanitary operation.

Appearance matches performance in American-Standard Water Closets. Graceful contours and perfect symmetry make



*Left:* Compton  
Washdown close-coupled  
combination.

*Center:* Cadet  
Reverse trap close-coupled  
combination.

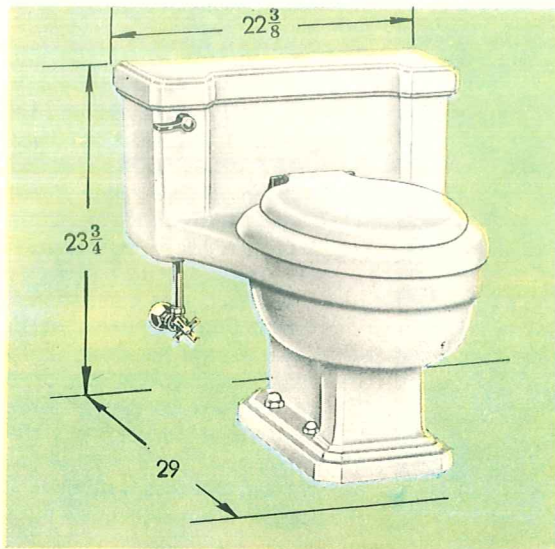
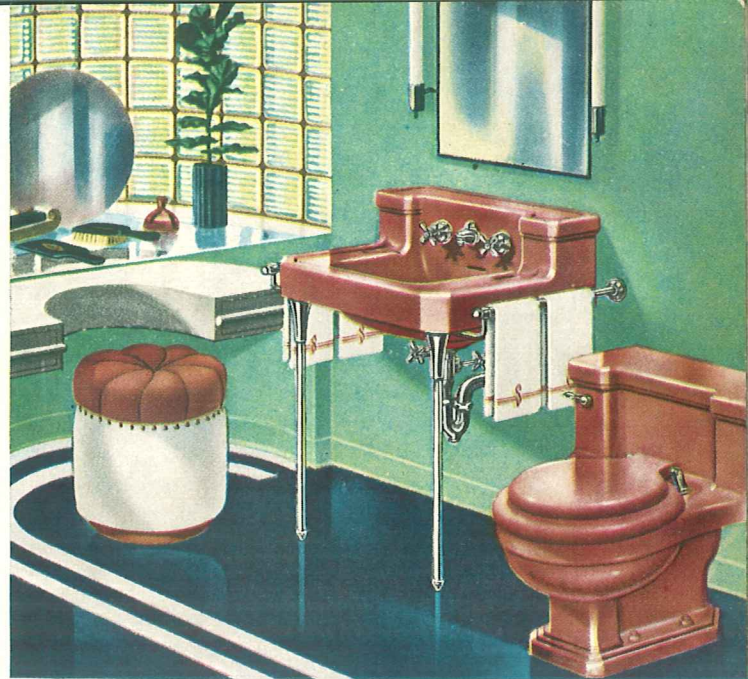
*Right:* Compact  
Siphon vortex close-coupled  
combination.

## FOR DEPENDABLE PERFORMANCE

these fixtures distinctive, and the gleaming finish harmonizes with other fixtures and decorations. All exposed fittings are shiny, easy to clean, non-tarnishing Chromard metal.

Famous Church seats are available for all American-Standard Water Closets. Correctly proportioned for utmost comfort and attractiveness, the seats are extremely durable and easily cleaned. Their color matches the color of the water closet.

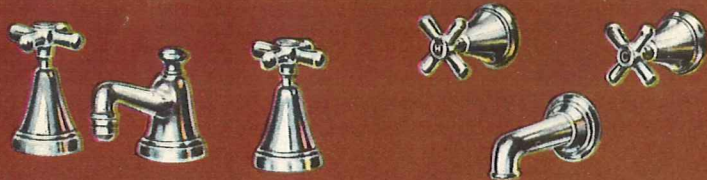
The Master One-Piece Water Closet pictured below is the ultimate result of more than 60 years experience in water closet manufacture. The quiet siphon vortex action of the Master One-Piece assures complete sanitation. Since tank and bowl are in one piece, the fixture is completely free standing, with no wall support required.



### Madval Bidet

A welcome and useful addition to any bathroom, the Bidet offers the utmost convenience and sanitation for personal bathing. Supplied with hot, cold or tempered water and a convenient douche connection with volume control, the Bidet is popular with many fastidious people. Flushing action, similar to that of water closets, further adds to its utility. It is 14" wide, 25 $\frac{1}{2}$ " long and 15" high. All exposed metal is non-tarnishing Chromard. Bidets are made of genuine vitreous china in all American-Standard colors and white.





### 3 Distinctive Trim Styles

For bath and lavatory, American-Standard has created three outstanding attractive trim styles. Each of the three is available with baths and lavatories, or separately for replacement use.

**Waldorf Trim** is ultra modern, featuring an unusual interpretation of the hexagonal motif. The combination of straight and curved lines provides a streamlined effect of wide appeal. *See top above.*

**Colonial Trim** offers a masterful rendition of the Early American Style. The smooth, curved lines and simple design of Colonial fittings keep them permanently in good taste. *See center above.*

**Standard Trim** is a moderately priced style of universal appeal. Gracefully proportioned and beautifully finished, this style features trim, straight lines which harmonize with any decor. *See bottom above.*

## BEAUTIFUL FITTINGS

Designed for superior performance and eye-catching beauty, American-Standard fittings are the crowning glory of any plumbing fixture. All exposed metal is finished in Chromard, non-tarnishing, easy to clean, always sparkling. And all metal, concealed or exposed, is of highest quality to provide many years of trouble-free service. Workmanship too, is the finest, assuring ease of use and rugged durability.

You can select your fittings from a wide variety of attractive designs and styles. Those pictured here are only a few of the many fittings in the American-Standard line. Your plumbing retailer can show you the complete line.



### Shower Heads

The joy of a shower depends upon the adequacy of the water delivery, and these two American-Standard shower heads make showering extremely pleasant. Both Boyd and Victor shower heads are easily adjusted for fine or coarse spray and are equipped with ball joints for easy direction of water stream. An outstanding feature of both of these shower heads is the true water economy they afford, giving an invigorating shower with less water than conventional shower heads use. Both can be easily cleaned to assure continuing satisfaction in operation.



## Spring-Flo Aerator

Splashing is eliminated and suds are created faster when your faucet is equipped with the Spring-Flo Aerator. For this little device mixes air with the water to create a soft, foamy effect which increases cleansing qualities. The Spring-Flo is offered with most American-Standard lavatory and sink fittings. It is easily taken apart whenever cleaning is necessary.

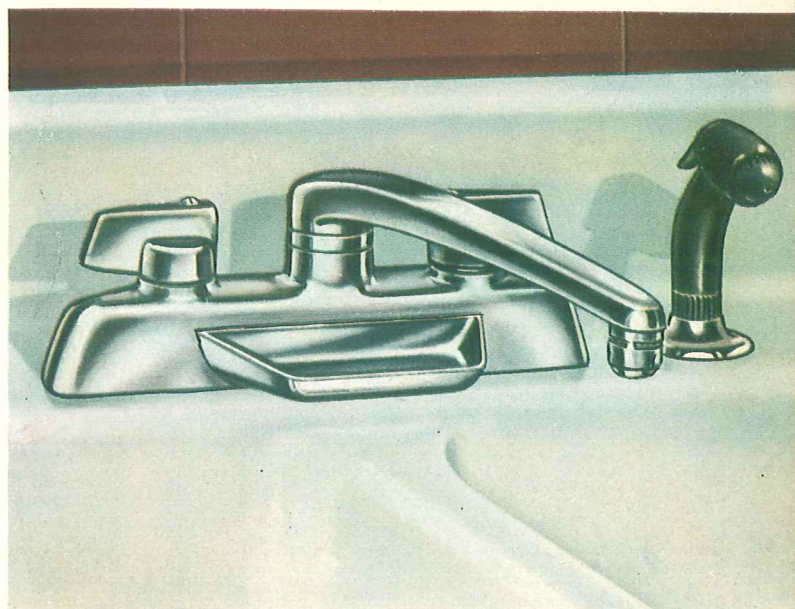
## Re-nu Feature

The wear which in time causes any faucet to leak almost invariably occurs in the washer and the threads which engage the stem. In Re-nu fittings, both the washer seat and threads are contained in an easily removable barrel instead of being an integral part of the faucet. When repair is needed this barrel is easily replaced.



## Crumb Cup Strainer

Your sink will have greater usefulness—and you can keep it clean easier—when it has an American-Standard Crumb Cup Strainer. Fitting neatly in the drain opening, this strainer can be raised slightly to let water drain out while retaining all clogging sediment.



## SINK FITTING DELUXE

Any sink takes on new beauty and added convenience when it is equipped with this new American-Standard Sink Fitting. Smartly styled in a graceful streamlined design, the fitting is finished in non-tarnishing Chromard. The spout swings smoothly from side to side. Conveniently shaped handles turn easily for convenient regulation of water stream or complete shutoff. Soap dish is handily located beneath spout, easy to reach, away from water stream. Thumb-controlled auto-spray unit reaches easily over entire sink area for quick, thorough rinsing. Furnished with or without Spring-Flo Aerator, as desired.

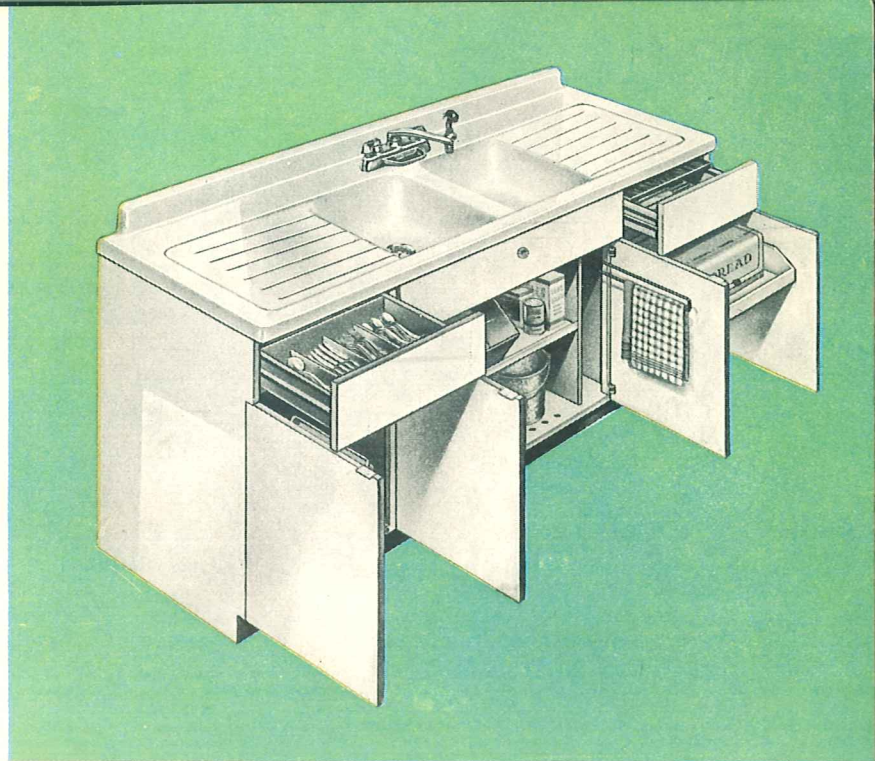




## ROYAL HOSTESS SINKS

Perfect work center for your new kitchen is the Royal Hostess Sink—beautiful and very, very practical. Every feature that means extra convenience, added beauty and greater durability is built into the Royal Hostess. Made of rigid cast iron in one solid casting and smoothly and thickly covered with gleaming acid-resisting enamel in white or color, these sinks are a permanent investment in kitchen pleasure. They're 36" high, same as your range and base cabinets. The deep compartment and raised back keep water where it should be, protect your walls from being splashed.

Royal Hostess Sinks are 36" high and 25" wide. They are made in 42, 54, 60 and 72 inch lengths. You can choose from single or double compartment models, with or without drain boards on either or both sides, to suit your exact needs.

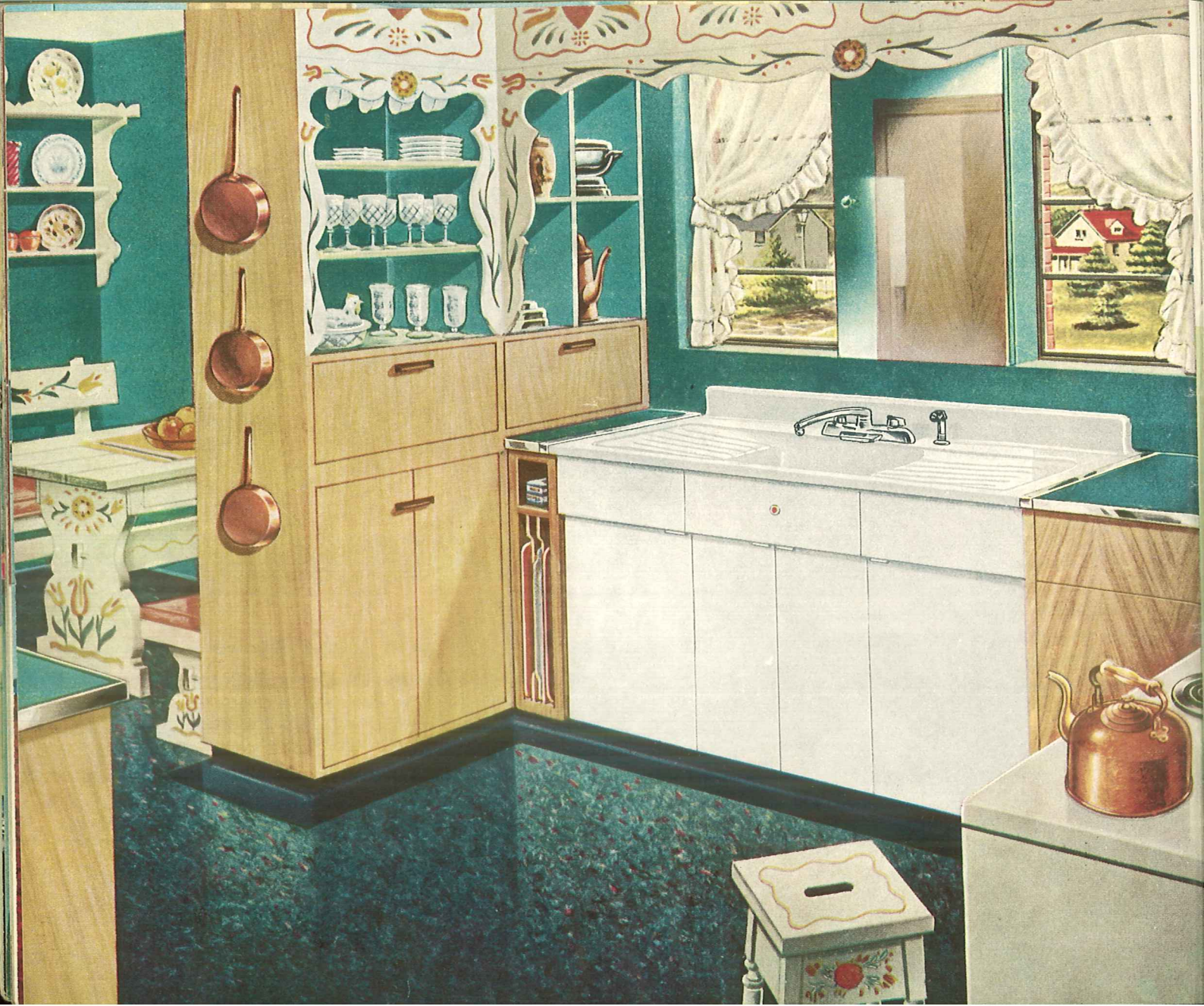


### The Sink Cabinet You've Always Wanted

Designed and built for American-Standard Hostess Sinks, these beautiful cabinets are outstanding in usefulness and durability. They are made in 3 styles and 11 models to fit any Hostess Sink you select. In combination with custom-made tops, these cabinets are ideal for Custom-Line and Flat Rim sinks by American-Standard.

American-Standard sink cabinets are made of heavy steel, with smooth welded seams. The doors and drawer fronts are insulated to deaden sound. Inside and out the cabinet is Bonderized, then finished with two coats of enamel and baked. Concealed hand grips, straight lines and graceful proportions give the cabinets a streamlined appearance that highlights any kitchen and harmonizes with any wall or side cabinet design.

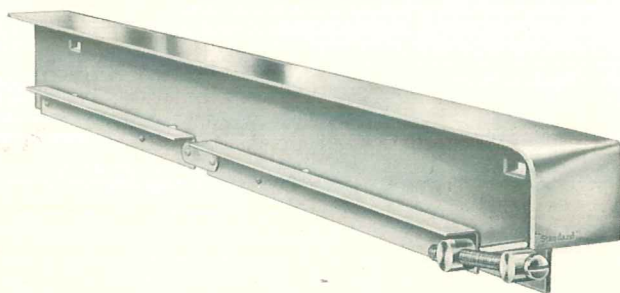
*Fewer steps and less time for kitchen operations with the Royal Hostess Sink because it's adaptable to installation in any key location.*



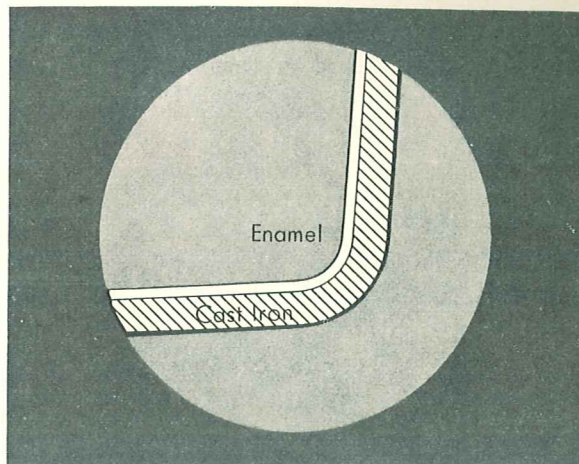
## UTILITY HOSTESS SINKS

For smaller kitchens where every inch of floor space counts, Utility Hostess Sinks deliver all benefits of the Royal Hostess. Chief difference between the two is the width, the Utility Hostess being a full 3" narrower. It measures 22" from front to back. The same sturdy construction, beautiful finish and attractive fitting that characterize the Royal Hostess are found in Utility Hostess Sinks.

Utility Hostess Sinks are made in single and double compartment styles. Single compartment models can be equipped with one or two drainboards. Single drainboards may be on either side. Double compartment models have no drainboards. These sinks are all 36" high, 22" wide and are available in lengths of 42, 54, or 60 inches. You can choose from white or color. Utility Hostess Sinks fit the Sink Cabinet described on the previous page.



*More free floor area with no lessening of beauty or convenience is the gift of a Utility Hostess Sink to any kitchen arrangement.*



### **AMERICAN-Standard Sinks are Built to Last**

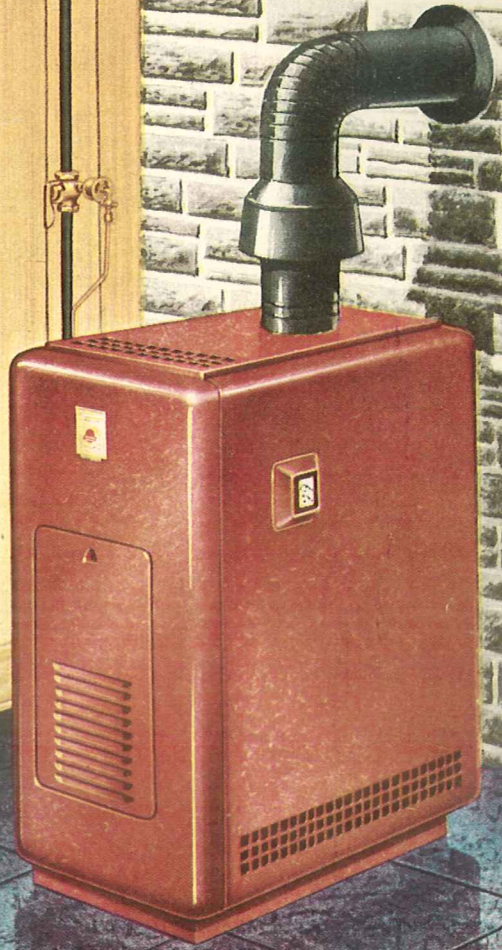
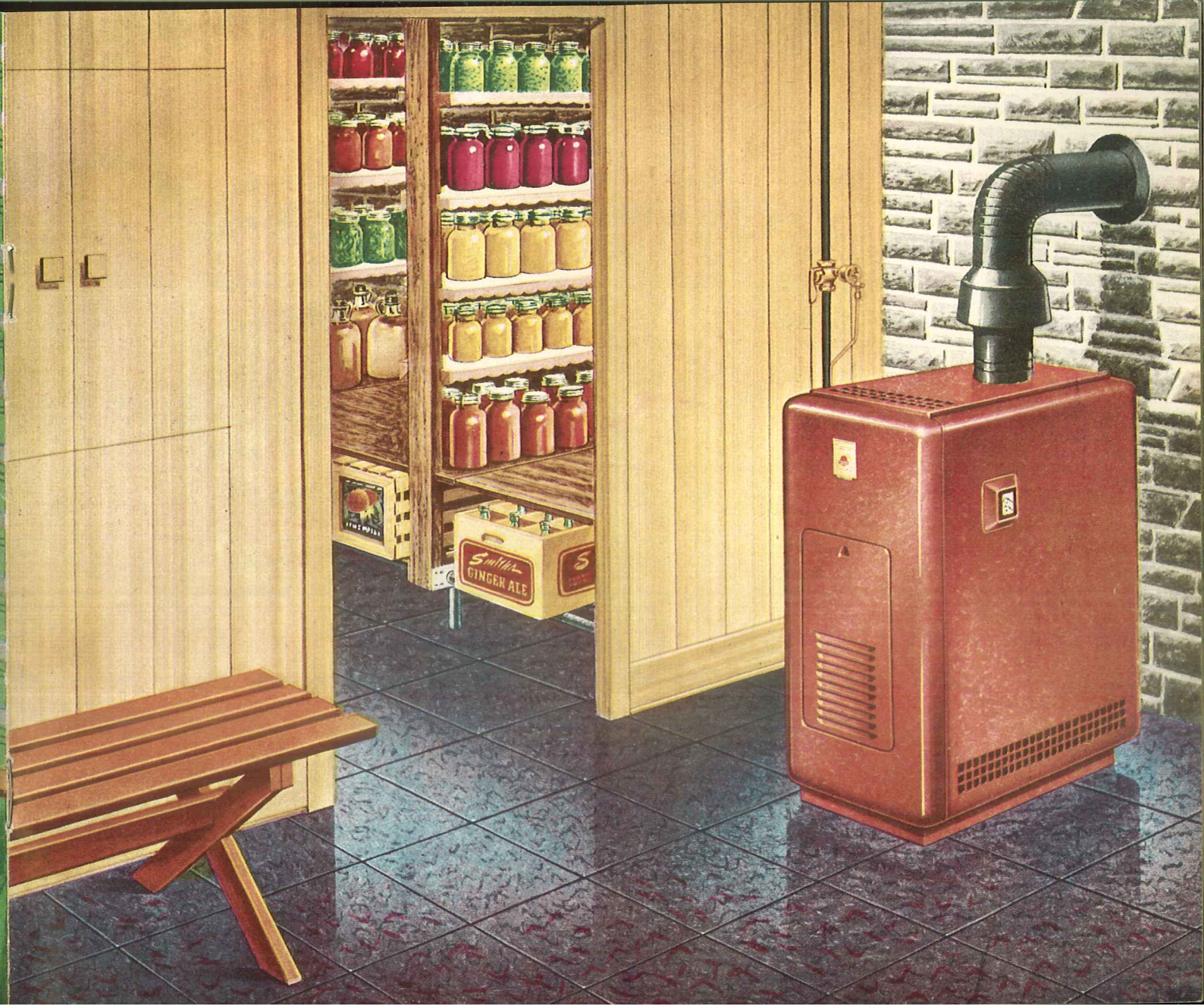
Quality materials plus superior workmanship are two of the reasons for the long service American-Standard sinks provide. The cross section of one of these sinks that you see above tells the story. For here you see the single, solid piece of sturdy rigid cast iron that is processed to provide a surface of superior strength to which a thick coating of acid-resisting enamel is fused. Heat fixing protects the enamel coating from cracking, chipping or peeling—and it can't be permanently stained by fruit or vegetable acids, alcohol or other liquids. You can be sure of long life and lasting beauty with an American-Standard sink.

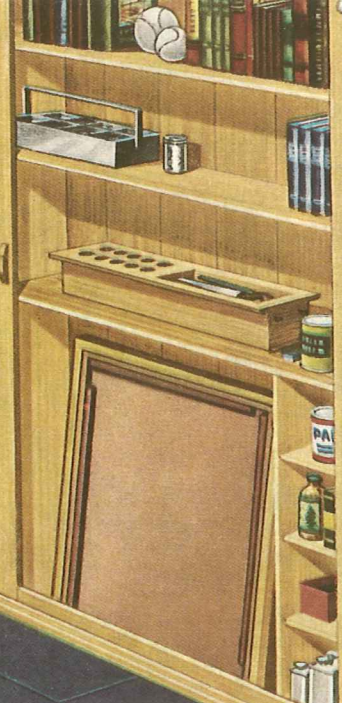
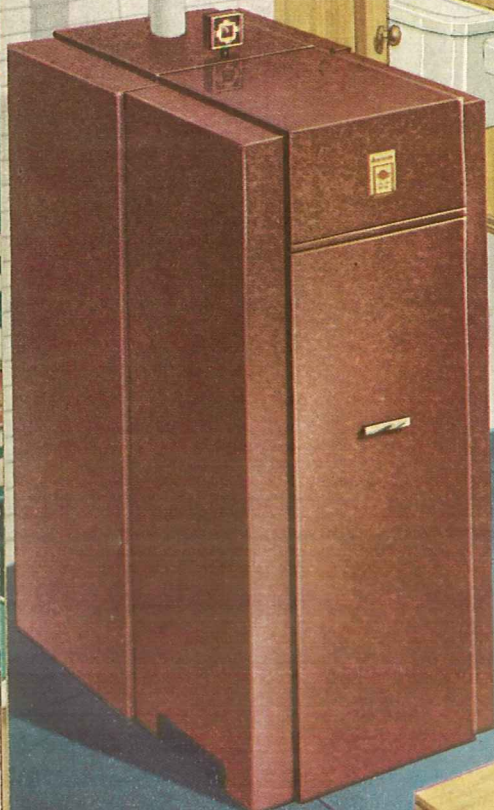
### **UNION STRIP**

#### **For Perfect Kitchen Unit Assembly**

For an attractive, watertight seal between a Hostess Sink and adjacent counter top, use the American-Standard Union Strip. This lustrous stainless steel device is installed very easily and quickly. And when properly installed there's no chance for dirt or moisture to seep beneath. It's made in two sizes, one for Royal and Duplex Sinks and one for Utility Hostess Sinks







**17** **WIDE BEVIS**

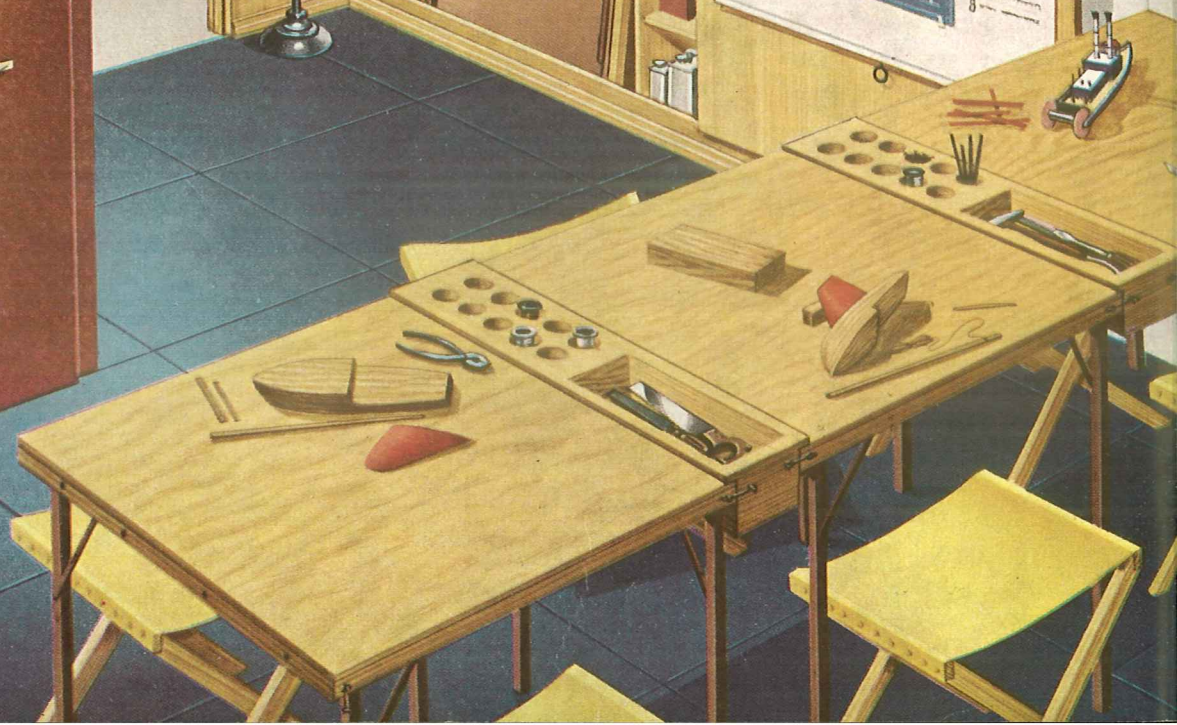
**WEBELOS**

**DO YOUR BEST**

**PROJECT #3**

**PROJECT**

1. Obtain materials.
2. Measure and mark.
3. Cut and shape.
4. Assemble.
5. Paint.
6. Test.
7. Present.
8. Evaluate.



## OIL FIRED BOILERS

SUPERIOR performance in oil fired systems depends in large part upon coordination between boiler and burner. American-Standard oil heating units provide this coordination in fullest measure. The Arcoflame Oil Burner, with the famous sunflower flame which extracts maximum heat from fuel, is of proper size and design for each boiler. The special Heat-Lib-O-Rator combustion chambers in American-Standard

boilers are designed and proportioned for utmost heat utilization. Thus, boiler and burner work in complete coordination to provide efficient, dependable, economical heating. Completely automatic in operation, American-Standard oil boilers are for use in any type of radiant system.

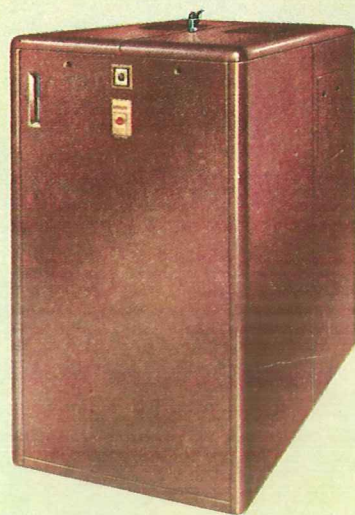
All American-Standard oil fired boilers comply with A.S.M.E. standards. Arcoflame Burners are listed by Underwriters' Laboratories, Inc. and comply with Commercial Standards CS-75.



**The Severn** Smart appearance combines with superior performance to make the Severn an outstanding heating unit for small to medium homes. Careful engineering and quality construction assure completely dependable, automatic heating at all times.

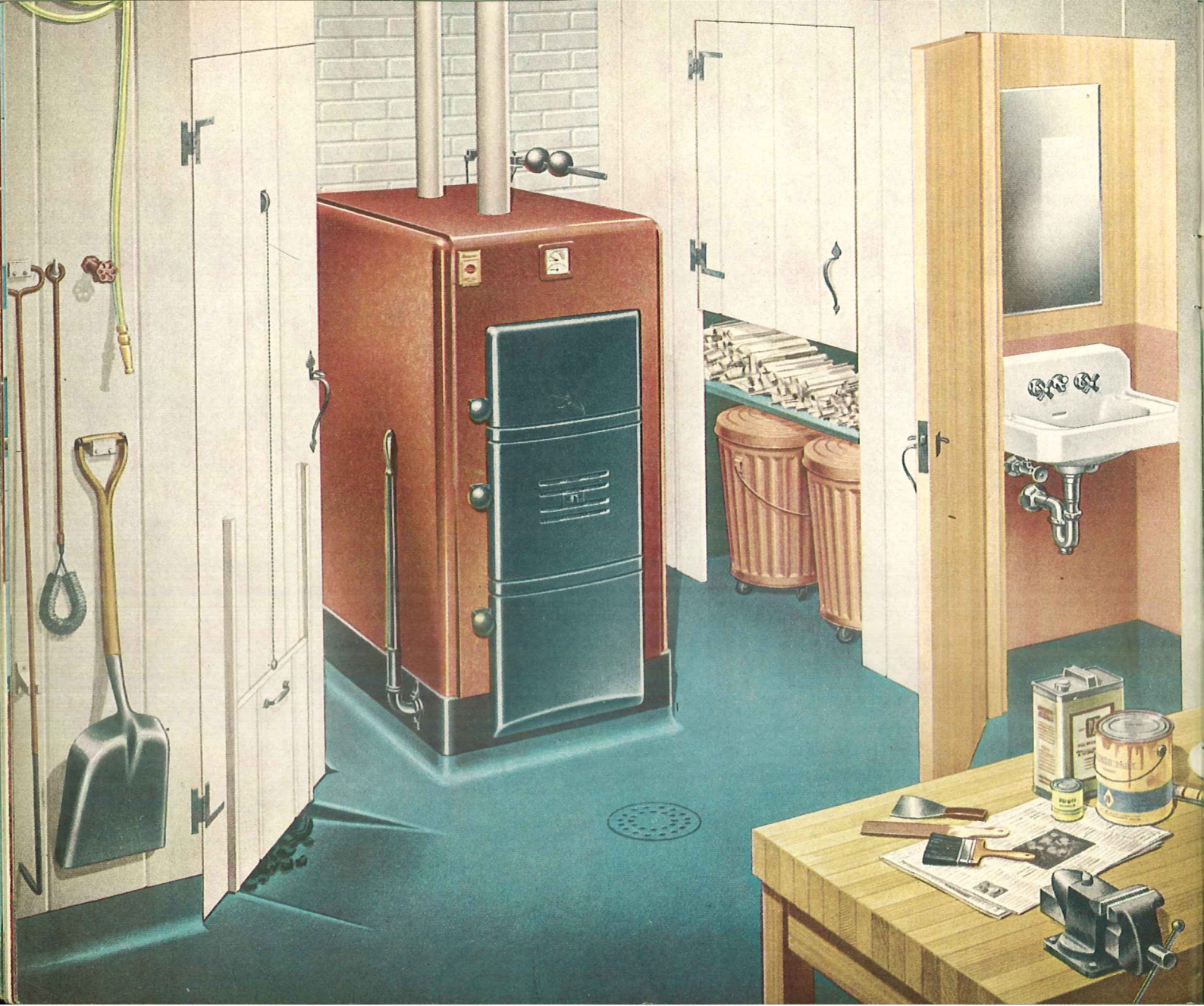


**The Arcoliner Wet Base** For small homes, this low cost, ultra-dependable boiler provides a wealth of heating comfort. Wet base construction—water completely surrounding combustion chamber—makes the Arcoliner ideal for first floor installation on any type floor.



**The Oakmont** This superb heating unit is a welcome addition to any basement. Completely enclosed in the new smart-looking, easy-to-clean Forge Red jacket it looks good in any surroundings. Designed solely for oil firing, the Oakmont offers tops in heating for medium size homes.

*Safe, comfortable and free for action for children and adults alike is the basement with the trim, compact Arcoliner Boiler installed in an out-of-traffic location.*





## COAL FIRED BOILERS

Thousands upon thousands of satisfied home owners who have received heating comfort year after year from American-Standard Coal Fired Boilers attest to the excellent construction, efficient performance and dependable service these boilers offer. Expertly designed and carefully built, these boilers make utmost use of the fuel consumed. Their durable cast iron construction assures years of heating comfort.



**The Severn** Here is a boiler of completely modern design, inside and out. Noted for its low fuel consumption and easy care-taking, the Severn is a true provider of heating comfort. The smart, streamlined jacket makes it an outstanding hit in any installation. Stoker fired models have special opening which allow stoker to operate from the front or either side of the boiler. Advanced engineering of the Severn makes it readily adaptable to mechanical firing with any fuel.

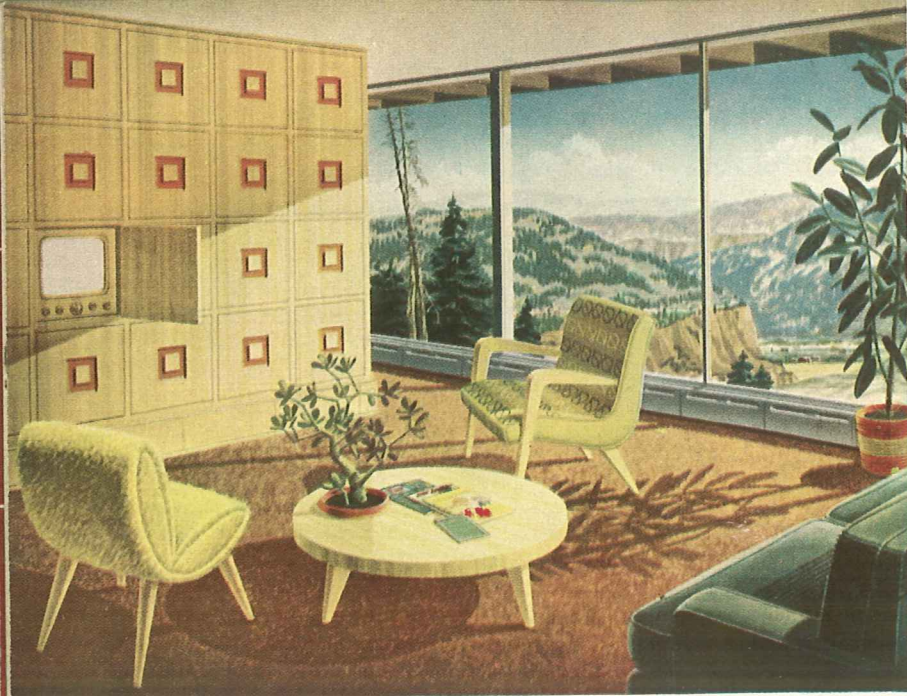
*Every man's delight is the efficient and convenient heating center and workshop which can be fitted in any basement boasting a Severn hand-fired boiler.*

American-Standard coal fired boilers are designed for either hand or stoker firing. With stoker firing, they offer the benefits of automatic heating. Either hand or stoker fired boilers can be successfully used with any hot water or steam heating system. Forge Red jackets, combined with black doors, give these boilers a distinctive appearance which enlivens any basement where they are installed. All American-Standard coal fired boilers comply with A.S.M.E. standards.



**The Arcoliner Dry Base** A hand fired boiler for small homes, the Arcoliner is a real bargain in heating comfort. Requiring only minimum care and attention, it delivers heat quickly and lowers fuel consumption by proper combustion and heat transfer features. Smartly styled, it occupies little floor space and works equally well with hot water or steam systems. It can be converted to mechanical firing, if desired.

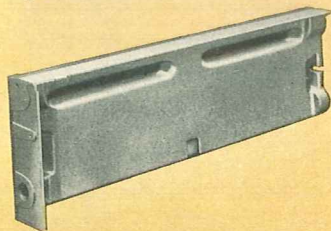
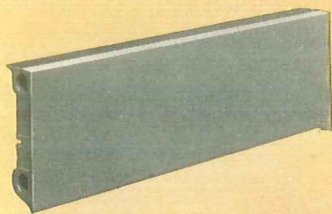
**The Exbrook** For larger homes and small buildings, the Exbrook (not illustrated) delivers superior heating performance. For coal firing it is made in stoker fired models only. The Exbrook is also available in oil fired models.



## BASEBOARD PANELS FOR

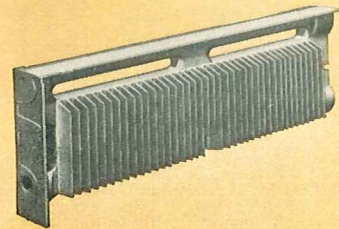
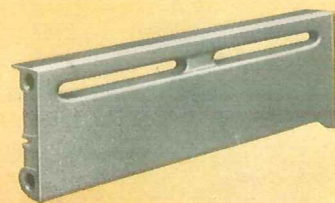
Baseboard panels are the complete answer to demands for heat transfer units which provide both superior heating comfort and outstanding decorative appeal. These panels, with their smart, trim lines, are highly attractive. When recessed at floor level in place of conventional wooden baseboards and painted to match or harmonize with walls or woodwork, they add that final touch of beauty which makes a room outstandingly distinctive.

And baseboard panels do a wonderful heating job. Encircling the outside walls of the home they provide a blanket of warmth at ankle height—just the spot where it's needed most to combat concentrated cold air. The result is even warmth throughout



**Type R** Baseboard Radiant Panels are smooth, solid surfaces which heat by radiation. Manufactured in one- and two-foot lengths, they are installed with tight-fitting, leakproof joints to provide a continuous heating surface. They are carefully constructed of cast iron, one of the most enduring metals. Most installations are increased in attractiveness if thin moulding strips are used along top and bottom edges. *Shown at left.*

**Type RC** Baseboard Radiant Panels offer both radiant and convected heat. Equipped with graceful slotted openings along the top edge, and with 1" high inlet opening at bottom, RC Panels allow air to circulate freely around the panel. Thus both the benefits of radiation and convection are obtained. RC Panels are also made in one- and two-foot lengths of enduring cast iron. *Shown at right.*

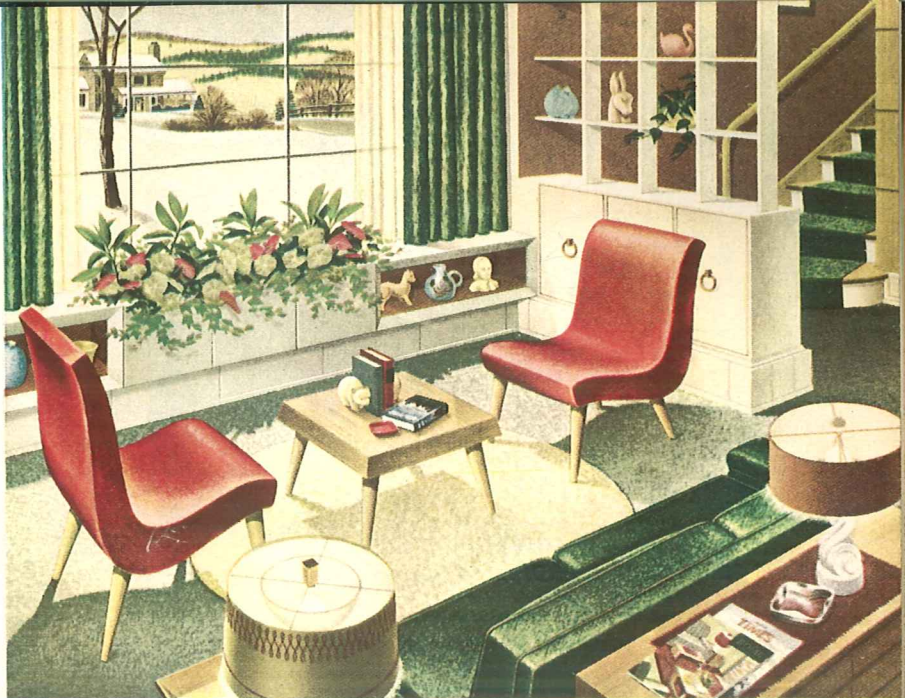


## DISTINCTIVE HEATING

rooms, with only slight variations in temperature between floor and ceiling areas.

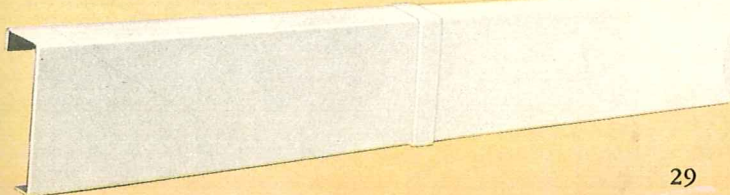
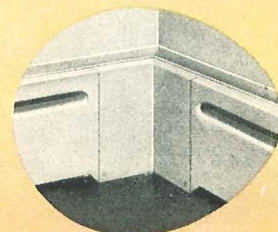
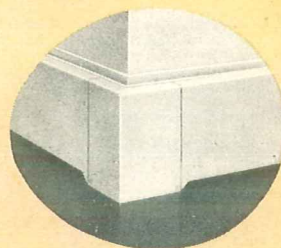
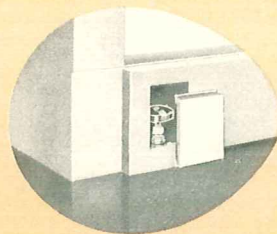
You have complete freedom of room decoration when baseboard panels are used. There is nothing to interfere with the graceful fall of drapes, nothing to force off-balance furniture arrangement. And, of course, the entire floor area is free.

Baseboard panels are adaptable to either forced hot water or two-pipe steam heating systems. Without causing expensive installation costs or lowering the efficiency of the heating system you can use Baseboard Panels in combination with properly selected Radiators and Convectors.



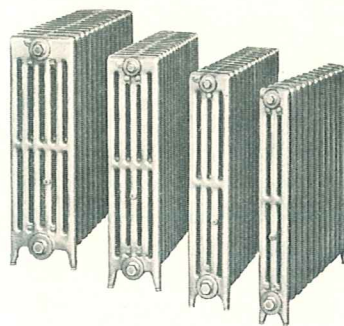
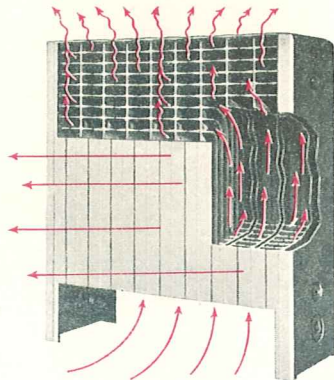
### Accessories Assure Attractive Installation

American-Standard Baseboard Panel installations are completely finished jobs. Special covers and enclosures for projecting or inverted corners and valve enclosures make the transition from one wall to another neat and attractive. And for installations where heating needs do not require Baseboard Panels along the entire length of a wall, special Extension Panels can be used to obtain an uninterrupted baseboard line from wall to wall. All accessories, like the panels themselves, can be painted or decorated as desired without affecting heating efficiency.



## THE SUNRAD

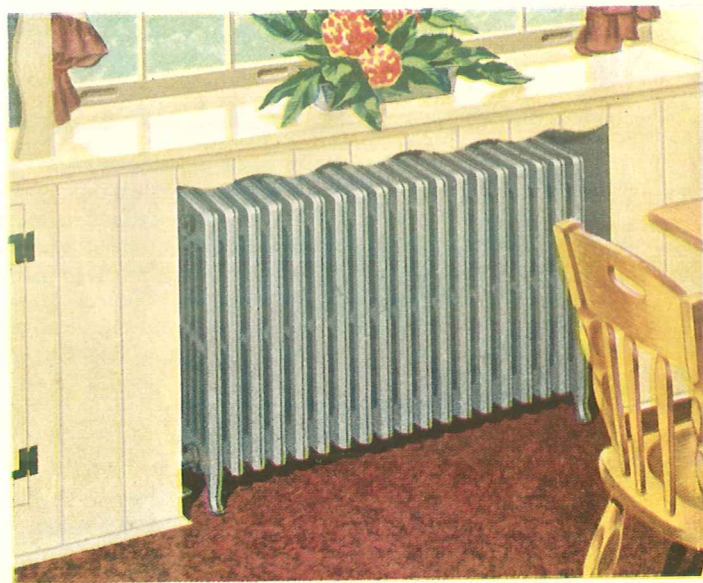
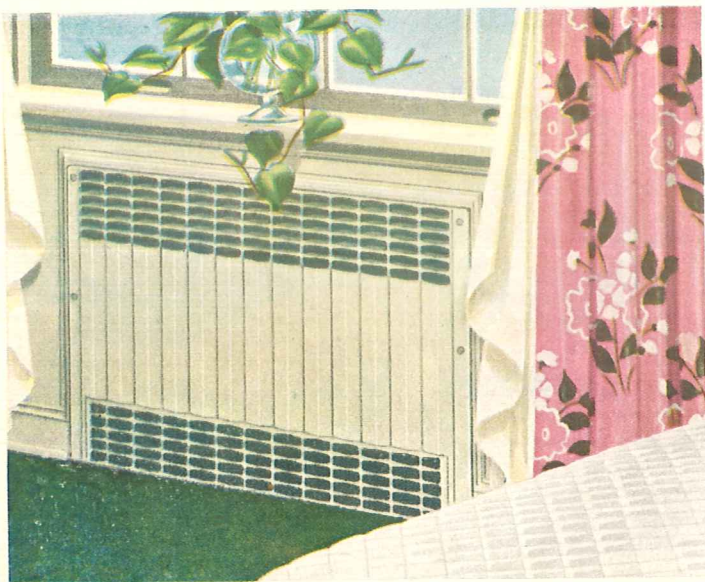
Supreme heating comfort and attractive appearance are twin features of the highly popular Sunrad. Providing a perfect balance of radiant and convected heat, the Sunrad meets modern heating requirements completely. Air circulates through the flue ways, while ample face surfaces send out Sun-like radiant warmth. The result is the even, draft-free comfort so much desired. The Sunrad can be installed completely recessed in the wall, partially recessed or free standing. It works equally well with any type of boiler.



## ARCO RADIATORS

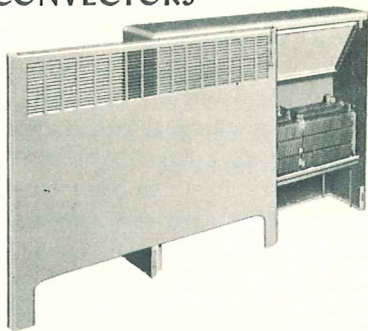
Leaders in the field of modern design tube radiators, the Arco line of cast iron radiators will fulfill any heating need. Sturdily constructed and gracefully designed, slim tube Arco radiators are unobtrusive and effective in all types of installation. Available in three, four, five, or six tube

widths, they can be of the length required to provide proper radiation. The rugged cast iron construction assures many years of trouble-free service with any type of radiator heating system.

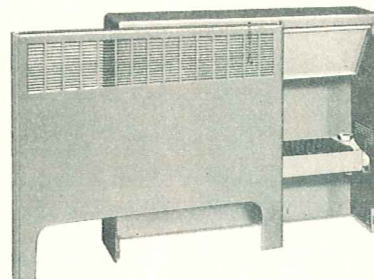


## ARCO CAST IRON CONVECTORS

Completely concealed behind distinctively beautiful enclosures, Arco Cast Iron Convectors provide exceptional heating comfort economically and dependably. Air enters the enclosure at floor level, passes up over the convector where it is quickly warmed, and leaves through the grille at the top of the enclosure. The durable cast iron fins are proportioned and spaced for most effective heat utilization. These convectors can be installed fully or partially recessed or free standing.

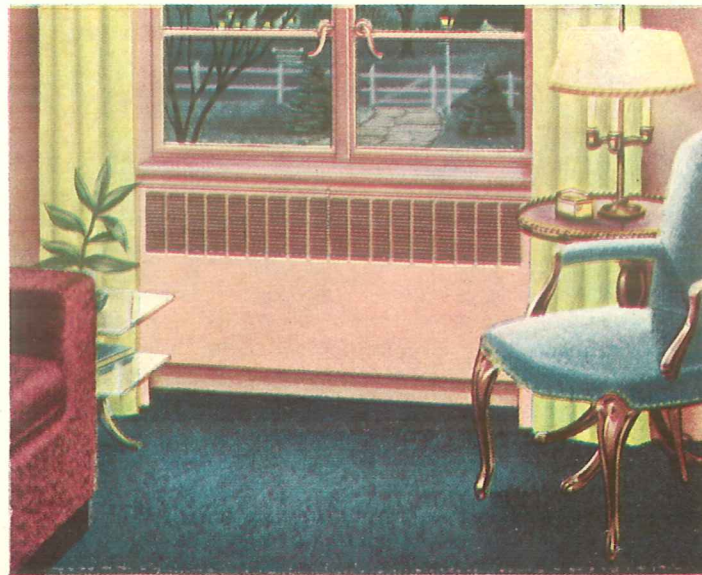
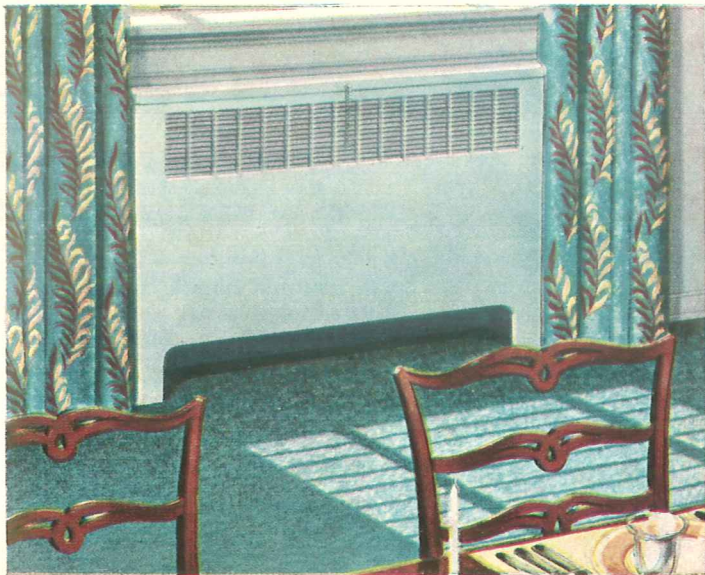


## NEW MULTIFIN CONVECTORS



The New Multifin Convectors fulfill the need for moderate cost convectors which deliver an outstanding heating job. Made of non-ferrous fin and tube construction, New Multifin Convectors are designed to heat up quickly and transfer heat to the circulating air with

top efficiency. They are manufactured in a large number of stock sizes and special models can be ordered for unusual installations. New Multifin Convectors can be used with any type of boiler and are available for recessed or free standing installation.



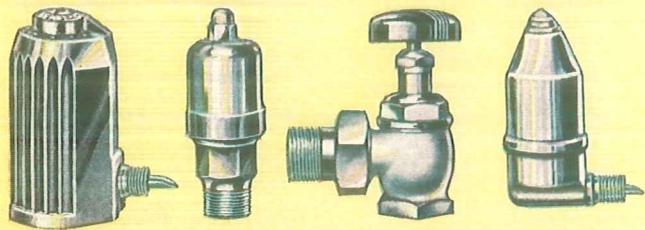
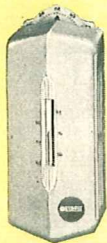
# HEATING CONTROLS AND ACCESSORIES FOR CAREFREE COMFORT

One of the biggest pleasures of the modern heating system is the delivery of true heating comfort without care or attention. This automatic operation is provided by a combination of famous "Detroit" controls and accessories which dictate every action of the heating system. All such functions as room temperature control, fuel delivery, heat circulation and safe

operation in case of fuel or power failures are responsibly performed by these accessories and controls. Listed on this page are a few of the wide variety of "Detroit" products. Precision made of finest materials, these products are your assurance of dependable, accurate, safe operation of your heating system at all times.

**"Timed Cycling" Thermostat** This attractive "Detroit" thermostat performs a dependable, accurate job of room temperature control. Its "Timed Cycling" feature permits the thermostat to anticipate the heating demands of the home. Thus only enough heat is delivered to overcome the home's heat loss, providing comfort with high fuel economy.

Special models of "Detroit" thermostats are available for providing manual or automatic night turn-down, if desired.



## RADIATOR VALVES

Proper functioning of your convectors, radiators or baseboard radiant panels requires perfect circulation of hot water or steam. "Detroit" circulating and air venting valves provide for this efficient circulation. They are available in styles and sizes for any type or model radiator, convector or baseboard radiant panel. Expertly designed and made of quality materials, they make any heating system better. Insist on their use in your heating system.

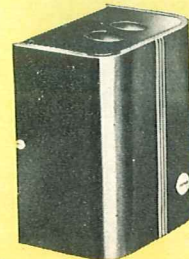
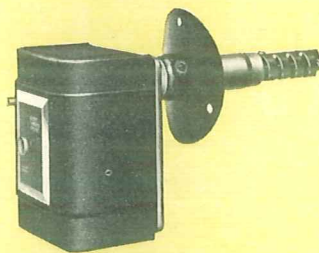
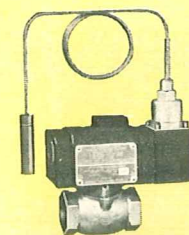
## BOILER CONTROLS

The controls needed for automatic operation of boilers are determined by the type of fuel which the boiler uses. Dependable, high quality "Detroit" controls are available for all American-Standard boilers, whatever the fuel. The combination of "Detroit" controls and an American-Standard boiler is complete assurance of long, accurate, efficient performance.

"Bi-Flex" Gas Valve provides automatic control of gas supply to burner on demand of room thermostat.

"Detroit" Stack Control offers complete safety operation of oil burners.

Relay Transformer enables low-voltage room thermostat to operate circulator in forced hot water systems.



# Winter Comfort with Warm Air Heating

Warm Air Heating has become increasingly popular in recent years because of the high degree of flexibility offered, the moderate installation cost involved, and the aid to home ventilation provided. Constant, gentle circulation of warm air makes a home pleasantly fresh and comfortable. Warm air heating equipment is easily controlled. It produces heat quickly and is highly responsive to changes in heat demand. When desired, heat can be shut off completely from certain rooms very easily. Two general types of warm air heating systems—gravity warm air and winter air conditioning—can be operated efficiently with any of the popular fuels, gas, oil, or coal.



## Gravity Warm Air Heating

This is the simplest type of warm air heating. It operates on the principle that warm air is lighter than cool air. The burning fuel in the furnace warms the heating element. Air passes around this heating element. When warmed, the air rises through ducts and enters the various rooms of the home. The cooler air in the room is heavier and close to the floor, where it enters return air registers and is conveyed to the furnace for reheating.

Gravity warm air heating systems can be either manually or automatically fired. The American-Standard line of gravity

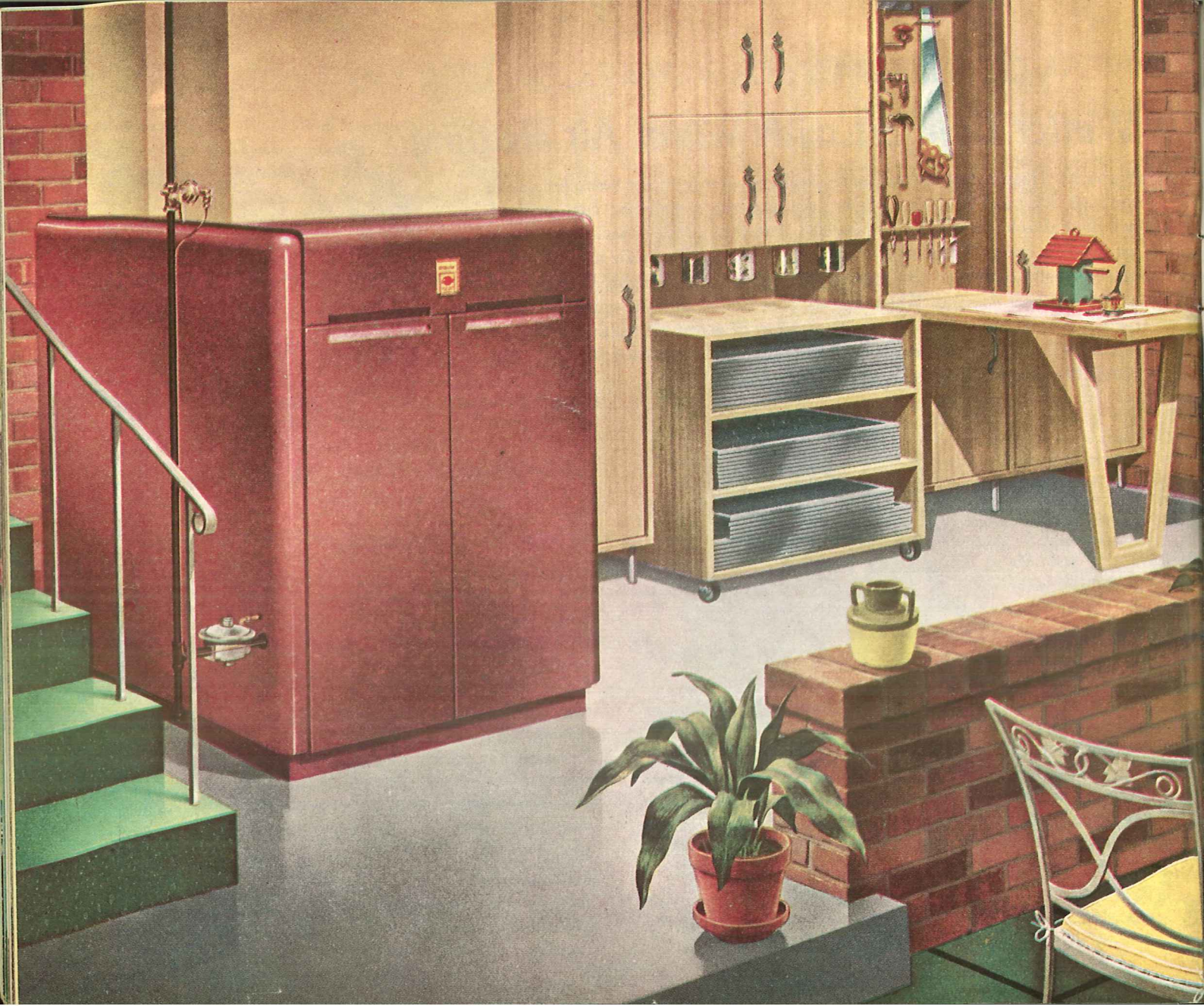


warm air equipment includes units to provide comfortable, efficient heating for any size home.

## Winter Air Conditioning

In addition to heating your home to the highest levels of comfort, American-Standard Winter Air Conditioners provide bonus service for your health and comfort by conditioning the air. This conditioning includes filtering, humidifying, and circulating air. The circulating air passes through efficient filters which remove dust and dirt. This clean air is heated and enters the plenum chamber where moisture is added to provide the proper degree of humidity. From there, the air is forced by a powerful, silent blower through the ducts into the rooms of your home. The constant duty type motor is especially suited for continuous air circulation—the popular trend in home heating.

A final advantage offered is the use of the blower alone for circulating fresh, cooler night air throughout the home during the summer season. You can enjoy winter air conditioning with either manual or automatic firing, and with any fuel.





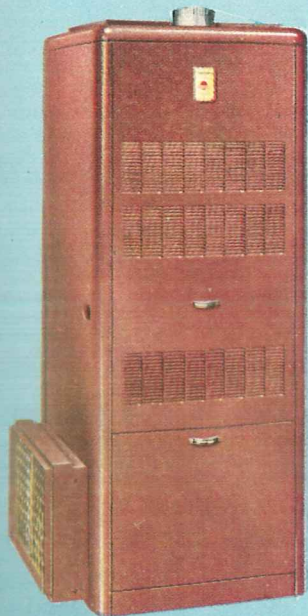
# GAS FIRED WINTER AIR CONDITIONERS

Designed and engineered solely for gas firing, American-Standard gas fired winter air conditioners operate with delightful efficiency and dependability. These outstanding units deliver all the comforts of winter air conditioning—plus precise temperature control and completely automatic performance. Once you've set the room thermostat at the temperature you desire, the Winter Air Conditioner does the rest.

Jackets distinctive in new Forge Red finish on all American-Standard Winter Air Conditioners allow them to be installed

in any setting with complete harmony of design and color scheme. The quiet, clean operation and minimum space required for these units make them ideal for installation in activity areas, such as laundries, utility rooms or game rooms.

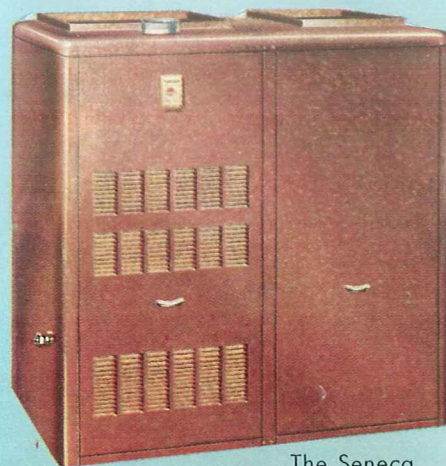
American-Standard gas fired winter air conditioners are available for burning natural, manufactured, mixed, liquefied petroleum and LP-air gases with the highest degree of efficiency. They comply with National Safety Requirements and are approved by the American Gas Association.



The Wyandotte

**THE WYANDOTTE** is a high-boy unit especially designed for installation in closets, alcoves, or utility rooms of small homes and apartments. Attractive in both design and appearance, it features construction details similar to the Seneca.

**THE SENECA** is a moderate price unit available in sizes for small and medium homes. It features a copper-bearing steel heating element with a cast iron ribbon type burner. Closely woven filters clean the air. Precision controls make operation entirely automatic.

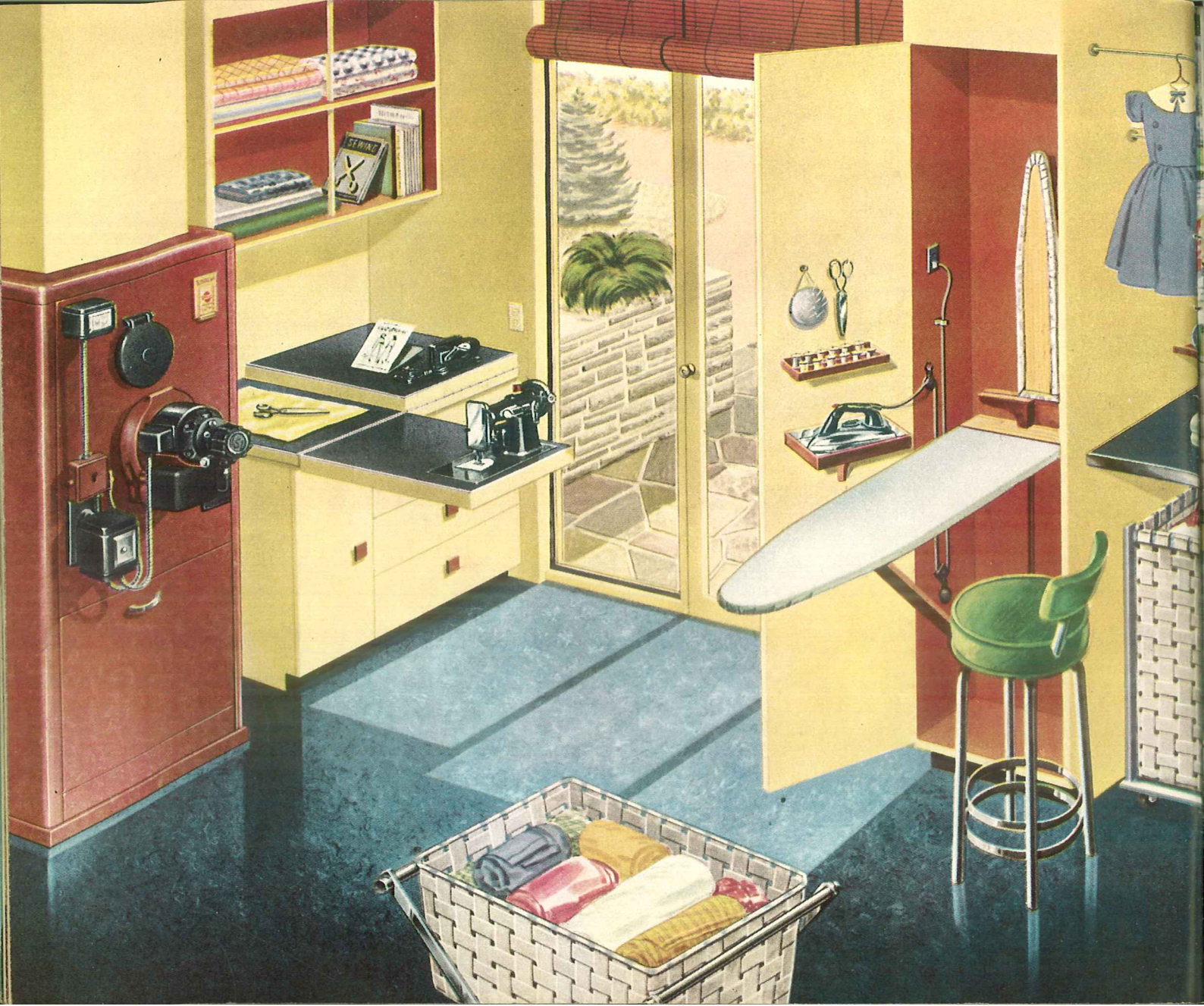


The Seneca



**THE MOHAWK** is a high quality cast iron unit of outstanding beauty to provide deluxe service in small, medium and large homes. The durable cast iron heating element and the cast iron burner with high temperature alloy ribbons assure long, trouble-free service. Precision controls and a quietly operating double-inlet blower provide positive temperature control and air circulation. Effective filters remove dirt and dust from the air.

*Handy place for work, play or storage any season of the year is the basement which contains the clean, automatic Mohawk Winter Air Conditioner.*

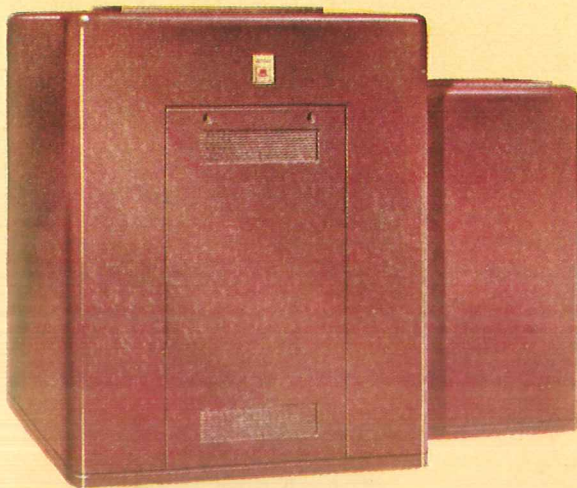


# OIL FIRED WINTER AIR CONDITIONERS

All the heat you want with the least possible fuel consumption is the story of American-Standard oil fired winter air conditioners. Arcoflame Burners work in perfect coordination with the conditioners to provide most efficient fuel combustion and heat transfer.

The powerful, silent blowers incorporated in all American-Standard Winter Air Conditioners circulate the warm, humidified air positively and evenly throughout the home. The burner responds quickly to demands from the room thermostat,

turning on or shutting off instantly. Entire operation is fully automatic. Blower motor does not interfere with radio or television. These oil fired winter air conditioners, in their trim, easily cleaned Forge Red jackets, are suited for attractive installation in any surroundings. Arcoflame Oil Burners are listed by the Underwriters' Laboratories, Inc. for No. 1 and No. 2 grades of domestic fuel oil and comply with Commercial Standards CS-75.



**The Westmoreland** is a deluxe basement type unit for medium to large homes. It features a rugged, durable steel heating element, correctly proportioned and designed exclusively for oil firing. Double inlet type blower provides large air circulation capacity. Attractive Forge Red jacket enhances basement appearance.

*Utility room usefulness and convenience is at its highest with the Winterglo Winter Air Conditioner requiring so little floor space for its operations.*



**The Winterglo** is a favorite for utility room or alcove installation in small homes and apartments. It has a compact, efficient welded steel heating element using a high temperature steel combustion chamber. Less than five feet high, it requires slightly more than four square feet of floor space. When furnished with Arcoflame Oil Burner, Winterglo is listed by Underwriters' Laboratories, Inc.



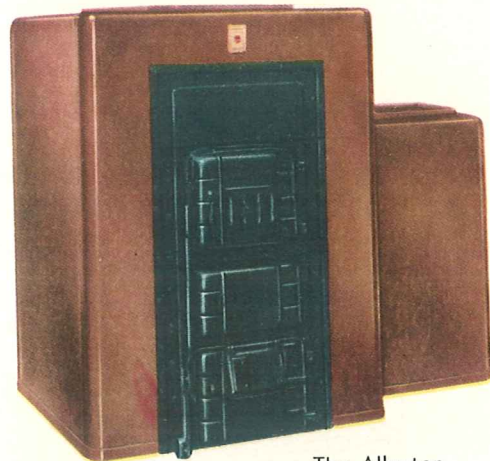
**The Winterway** provides superior heating comfort for small to medium homes. Heating element of welded steel construction with wrap-around radiator is proportioned to eliminate hot and cold spots for long life. Arcoflame Burner operates with utmost fuel economy. The graceful proportions of the distinctive Forge Red Jacket make the Winterway a popular addition to any basement.

## HAND FIRED WINTER AIR CONDITIONERS



The Cliffdale

All of the many benefits offered by winter air conditioning can be enjoyed with the coal hand fired unit of your choice. These winter air conditioners, like the Allerton for small to medium homes or the Cliffdale for larger residences, provide the clean healthful warmth true comfort demands. Sturdy all-welded steel heating elements mean highest economy and real dependability. Smartly styled Forge Red jackets make these units an asset to any basement. Blower can be installed on either side.



The Allerton

## WARM AIR FURNACES



The Arlington "Square"

The comfort you get from a gravity warm air heating system depends to a high degree upon the quality of the furnace used. The quality furnaces in the complete American-Standard line perform an outstanding heating job with top efficiency and economy. The Arlington "Square" in its distinctive Forge Red jacket is ideally suited for any type basement. Correctly proportioned in every detail, it is a truly modern steel furnace for small to medium size homes. The Clifton is typical of the lower priced furnaces available for installations where appearance is not so important. It is a durable steel unit, quality built to offer the best in heating comfort at minimum cost. Other furnaces, both cast iron and steel, are also available. Like the hand fired winter air conditioners above, all of these units may be readily converted at any time to automatic firing with oil, using the Arcoflame Oil Burner, with gas, using the Stanflame Conversion Burner, or with stoker fuel.

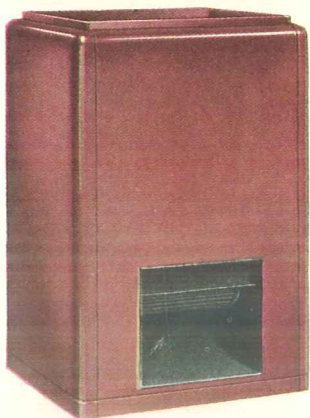


The Clifton

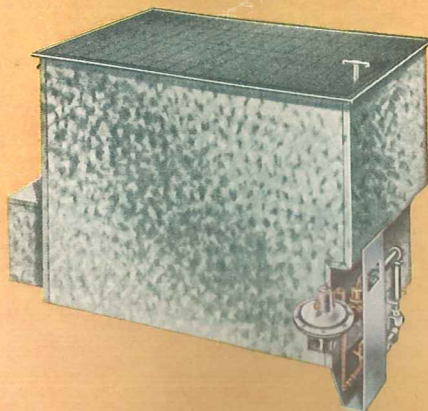
## GAS FIRED WARM AIR FURNACES BLOWER-FILTER UNIT

Designed solely for gas firing, the American-Standard Furnaces on this page offer completely automatic heating with low operating cost and moderate first cost. They incorporate all advanced features in the design and engineering of gas fired gravity furnaces, providing complete safety of operation

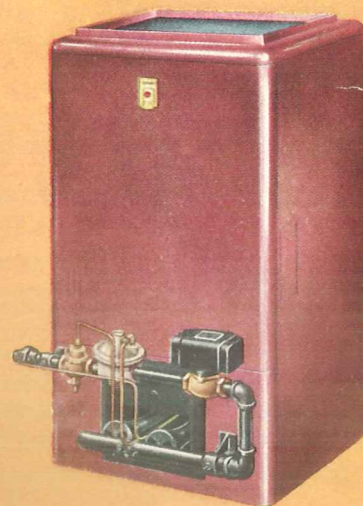
and highest efficiency in fuel combustion and heat transfer. American-Standard gas furnaces comply with National Safety Requirements and are approved by the American Gas Association. They burn natural, manufactured, mixed, and liquefied petroleum and Butane-air gases.



**The Blower-Filter Unit** can be installed with any type gravity furnace to provide forced circulation of clean, warm air. Filters remove dust and dirt from circulated air. Rubber mounted blower and motor operates quietly and efficiently. Motor does not interfere with radio or television.



**The Navaho** is a modern unit for small homes which can be effectively heated from a centrally located warm air outlet. Sturdy and compact, only 27½" deep, it can be easily and quickly installed in basementless homes. The Navaho is available with either flat floor grille or with a dual-wall register for directing heat into two separate rooms.



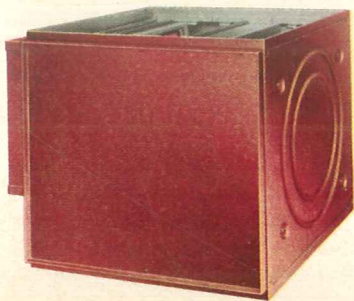
**The Shawnee** is a compact, fully automatic, highly efficient steel furnace for small to medium homes. It occupies minimum floor space (3' x 3' 7" for the largest size) and is ideally suited for installation in any type surroundings. It is enclosed by the sturdy Forge Red jacket which harmonizes with any decorating scheme.

# SUMMER AIR CONDITIONERS

Summer comfort cooling is equally as important as winter heating when comfort is measured on an all-year basis. And the modern summer air conditioner assures luxuriously cool comfort in hot weather by gently circulated mechanically cooled and dehumidified air throughout the entire home. As dependable and simple in operation as your refrigerator, an American-Standard summer air conditioner has a tried and proven completely hermetically sealed cooling system, tested and sealed at the factory. Installed quickly and easily, in existing as well as in new homes, your summer air conditioner uses the same ductwork as your forced warm air heating system.

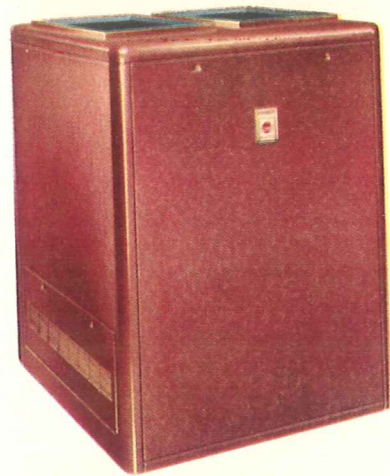
## ELECTRONIC FILTER

Super-clean air throughout the home is now no longer a dream but a comforting reality if you have a residential air conditioning system. For the complete American-Standard line includes the very latest in electronic air cleaners — smart, modern, compact units designed for easy installation in the return air duct of any winter or summer air conditioning system. Electronic filtering means cleaner rooms, draperies and furniture, fewer cleaning bills, less depreciation to interior decorating, fresher indoor air, greater comfort, a more healthful home atmosphere. Your electronic filter uses about as much electricity as a 50-watt light bulb.



**The Magne-filter** is a dry type electronic air cleaner that traps even the smallest particles of dust and dirt. Finished in Forge Red, it has light, sturdy disposable filter cells as collector elements, continues to filter the air even if electrostatic action is interrupted. Made in sizes to meet all residential air cleaning requirements.

**The Mayfair** is a self-contained residential summer comfort cooling unit that offers quiet completely automatic operation. Handsome in its Forge Red jacket, it features a 2-horsepower refrigeration system and exclusive two-step control for greatest flexibility and operating economy. A five-year protection plan on the hermetically sealed refrigeration circuits furnished with each unit is proof of dependable, trouble-free performance.



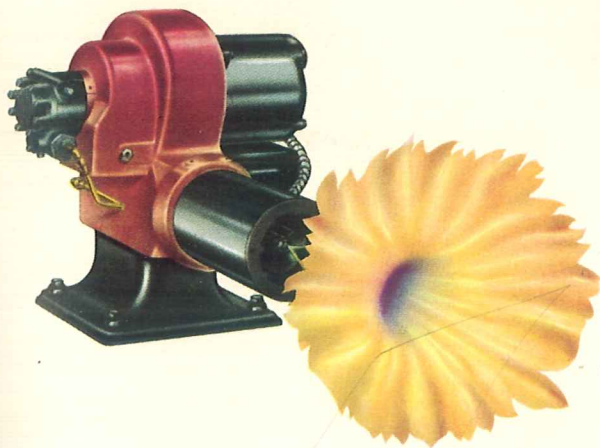
## ● Year 'Round Residential Air Conditioning System

Both the Mayfair Summer Air Conditioner and the Magne-filter Air Cleaner may be installed with a quality winter air conditioner like the Seneca, as shown below, to provide the ultimate in comfort all through the year.



# CONVERSION BURNERS

for Boilers • Winter Air Conditioners • Gravity Warm Air Furnaces

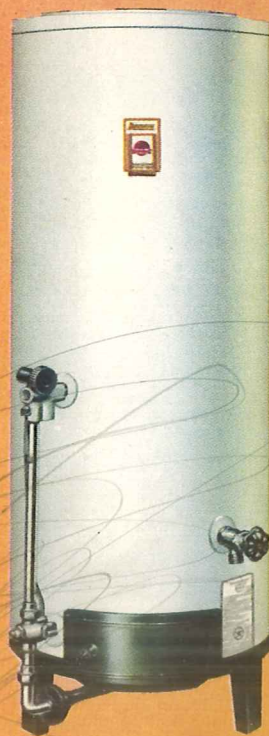
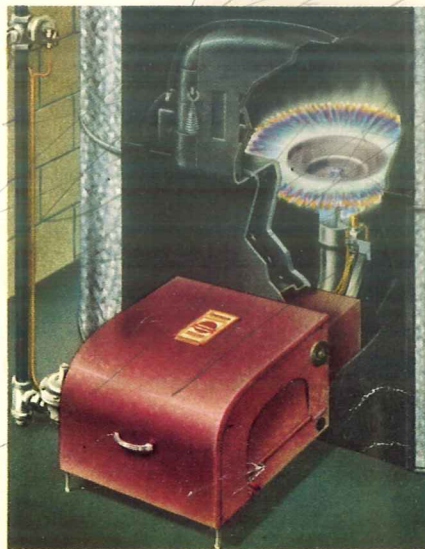


## ARCOFLAME

Automatic oil heating is a real joy when the Arcoflame Oil Burner takes command. Engineered for dependable, fuel-saving performance, the Arcoflame burns with the famous sunflower flame which gets the utmost heat from fuel consumed. There is a model for most makes of boilers, winter air conditioners and furnaces. Listed by Underwriters' Laboratories and complies with Commercial Standard CS-75.

## STANFLAME

Enjoy gas heating at its finest when you convert with a Stanflame Conversion Burner. It is easily adaptable to almost any type of heating unit and installation requires only a few hours. The Stanflame is easy on fuel, long on heat production. It burns all gases including liquefied petroleum gases. Operation is completely automatic. The Stanflame is finished in Forge Red, harmonizing with the design and finish of most boilers, winter air conditioners or furnaces. The Stanflame is listed by the American Gas Association.



## BUDGET

Automatic Gas Water Heater

Hot water comfort is a fact, not a fancy, when you have a Budget Water Heater in your home. Quick recovery keeps the storage tank full of heated water, and thermostatic operation assures the temperature you desire. The Budget is made in 20, 30 and 40 gallon models to meet most home requirements. Jacket is finished in gleaming white enamel. Factory installed magnesium anode for added resistance to corrosion is available if desired. The Budget is approved by the American Gas Association for practically all types of gas.

## MODERNIZE NOW . . . on a Convenient Time Payment Plan

There's no need to do without the comforts of modern heating or plumbing just because you can't pay in full right now. Your local American-Standard retailer can arrange to finance your modernization plans for you. And you can buy now with no down payment—with three full years to pay.

This plan was set up specifically to help you. You don't have to undergo embarrassing credit investigations and no co-signers are required. The entire matter is handled quickly and confidentially by your local retailer. He'll be glad to answer any questions you have about the matter.

So there's no need to delay longer. See your American-Standard retailer today and get started on your heating and plumbing modernization now.



### FOR MORE INFORMATION . . .

If you would like more information about an American-Standard product shown in this book, or desire some heating or plumbing item not shown, see your local American-Standard retailer. He knows the answers to your questions. In case you cannot easily visit your dealer, write to **American Radiator & Standard Sanitary Corp.**, at the address below nearest you or P. O. Box 1226, Pittsburgh 30, Penna. Your inquiry will receive prompt attention.

### LOCATIONS OF AMERICAN-Standard SALES OFFICES

ATLANTA—717-101 Marietta St., N. W., Atlanta 3, Ga.

BALTIMORE—2315 St. Paul St., Baltimore 18, Md.

BOSTON—515 Park Square Bldg., Boston 16, Mass.

BUFFALO—1807 Elmwood Ave., Buffalo 7, N. Y.

CHICAGO—816 S. Michigan Ave., Chicago 5, Ill.

CINCINNATI—704 Race St., Cincinnati 2, Ohio

CLEVELAND—850 Hanna Bldg., Euclid Ave. & E. 14th St., Cleveland 15, O.

DALLAS—512 Cotton Exchange Bldg., Dallas 1, Texas

DENVER—720 U. S. National Bank Bldg., 817-17th St., Denver, Colo.

DETROIT—Suite 1426, Maccabees Bldg., Detroit 2, Mich.

JACKSONVILLE—203 Hildebrandt Bldg., 306 W. Adams St., Jacksonville, Fla.

KANSAS CITY—Suite 503, National Fidelity Life Bldg., Kansas City 6, Mo.

LONG ISLAND—Chamber of Commerce Bldg., 39-01 Main St.,  
Flushing 54, L.I., N. Y.

LOS ANGELES—Suite 672, Occidental Life Bldg., Los Angeles 15, Calif.

MILWAUKEE—Suite 1011, Majestic Bldg., Milwaukee 3, Wis.

MINNEAPOLIS—410 Essex Bldg., Minneapolis, Minn.

NEWARK—Suite 206, Industrial Office Bldg., Newark 2, N. J.

NEW ORLEANS—451 The Lee Circle Bldg., 1040 St. Charles Ave.,  
New Orleans 13, La.

NEW YORK—50 W. 40th St., New York 18, N. Y.

OMAHA—525 Sunderland Bldg., 403 S. 15th St., Omaha, Neb.

PHILADELPHIA—Broad St. Station Bldg., Philadelphia 3, Pa.

PITTSBURGH—501 Bessemer Bldg., Pittsburgh 22, Pa.

RICHMOND—718 Central National Bank Bldg., Richmond 19, Va.

ST. LOUIS—905 Continental Bldg., St. Louis 8, Mo.

SALT LAKE CITY—1108 First Security Bank Bldg., 79 S. Main St.,  
Salt Lake City 1, Utah

SAN FRANCISCO—Suite 708, Sharon Bldg., San Francisco 5, Calif.

SEATTLE—816 New World Life Bldg., Seattle 4, Wash.

SILVER SPRING—Eig Bldg., 8641 Colesville Rd., Silver Spring, Md.